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# MAD

"The dollar will never fall as low as what some people will do to get it!"  
—Alfred E. Neuman

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DICK DE BARTOLO *creative consultant*

ANNE GAINES *assistant to the publisher*

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LILLIAN ALFONSO, CLAUDETTE NICHOLS *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

## VITAL FEATURES

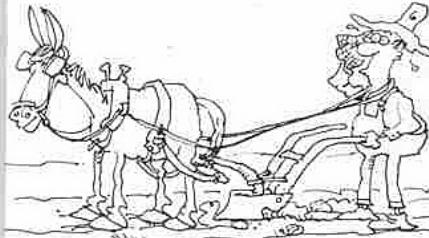
"INTERMINABLE,  
TOO"  
(A MAD  
MOVIE  
SATIRE)  
Pg. 4



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"PARA-  
PERSONS"  
Pg. 20



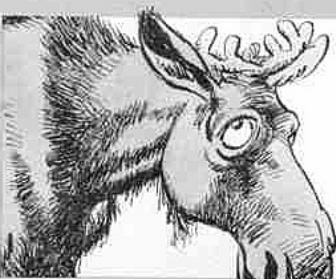
A  
MAD  
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PEOPLE TOO  
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# IMPORTANT: ADDITIONAL INFORMATION ABOUT THE OFFICIAL MAD PIN COLLECTION! (AND ADDITIONAL SEASONAL GIFT SUBSCRIPTION ORDER FORMS!)

Possessors of the Official MAD Pins are automatically granted permission to wear the Pins in any foreign country!

Each MAD Pin is hand selected from a packing crate and shoved into an envelope before it is shipped to you!

Wearing the MAD Pin, along with a sensible diet and plenty of exercise will result in Weight Loss! Let some other piece of jewelry match that claim!

## WARNING!

**Do not be fooled by Solid Gold imitations  
which costs thousands of dollars more!!!**

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## LETTERS AND TOMATOES DEPT.



### THE MANGE EVENT

Congratulations on using the much underutilized word "mange" three times in MAD #305. This is certainly a record. I seriously doubt that you will be able to refer to mange more than three times in a future issue.

Matthew Pederson  
Starbuck, MN

Sorry, Matty—you have drippy, gooey egg all over your face! Our multiple use of the word "mange" is nowhere near a record! The record is held by author Maria Reidelbach in her book COMPLETELY MAD (plugola: published by Little, Brown and available at bookstores everywhere in November...A fabulous gift for Christmas, Chanukah or Ramadan!) In that book, the word "mange" appears over 3,000 times, all in reference to MAD Publisher William Gaines! Go far—Ed.



### TOLEDO, DETROIT, SANDUSKY: THE GOLDEN TRIANGLE?

I was sitting in a park in Toledo, Ohio reading MAD when suddenly I realized that I was sitting in a park in Toledo, Ohio. I panicked and got in my car, driving north at a great rate of speed. After about an hour, I realized that I was in Detroit! I drove back to Toledo and panicked again! Now I spend my time driving back and forth between Toledo and Detroit. Which should I choose?

Marfrances Conrad  
Toledo (?), OH

Marfrances—We respectfully suggest that you forget Detroit and Toledo and head east...to beautiful, scenic Sandusky (Pop. 29,600)! Nestled a scant stone's throw from Detroit and a boulder's throw from Toledo, this shimmering midwestern oasis is a testament to all that is right with America. Boasting such landmarks as the controversial "Boy with the Boots" statue (donated to the town over 100 years ago by an unknown and completely forgotten sculptor), Sandusky is also the home of basketball superstar Scott May!

While passing through Sandusky, we suggest that you stop for a bite at Michael J's (formerly The Breakfast Nook), which is proudly owned by Sandusky's Mayor, the Honorable Mike Kressler! (Be sure to tell 'em MAD sent ya!) Oh yes, Marfrances—there is one more thing—while you're in Sandusky, GET A LIFE!!

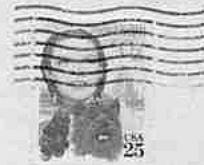
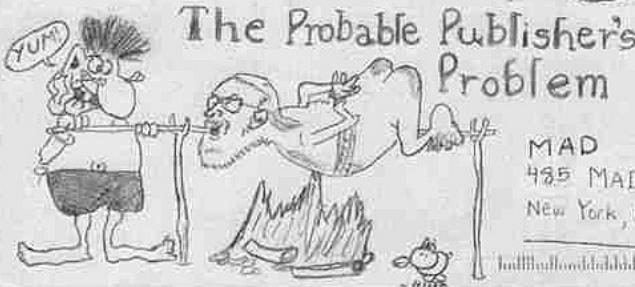
P.S.—As we went to press, we received word of the tragic beheading of the "Boy with the Boots." We will investigate further and present an update in our next issue...NOT!—Ed.



## ENVELOPE OF THE MONTH

Claire Morris

Austin, TX 78730



This issue's Envelope of the Month comes to us from Claire Morris of Austin, TX. Based on her Duck-Edwing style drawing, we can see that this is one cannibal who isn't on a low-fat diet! Fal

### MORON MAIL

You guys would probably publish any letter with some stupid, obvious fact in it, so here's one of them. Did you ever notice that the Commanding General in Operation Desert Storm, Norman Schwarzkopf, has the word "war" in his name?

Scott Fleming  
Huntington Beach, CA

Scottso—Interesting fact. We once made a similar observation about Dick Cavett!—Ed.

### INSURANCE POLICY?

NO, SIR...I'M NOT  
THE ONE ON THE  
BACK COVER OF  
"MAD"...WELL,  
MAYBE WE LOOK  
A LITTLE BIT  
ALIKE..WHO CARES?



© 1988 United Feature Syndicate, Inc.

Did famed "Peanuts" creator Charles Schulz send us this original drawing to show his appreciation for our "Mutt Life" spoof on the back cover of MAD #306, or did he send it to prove he had nothing to do with it? You decide!

### ENVELOPE OF THE MONTH PART II

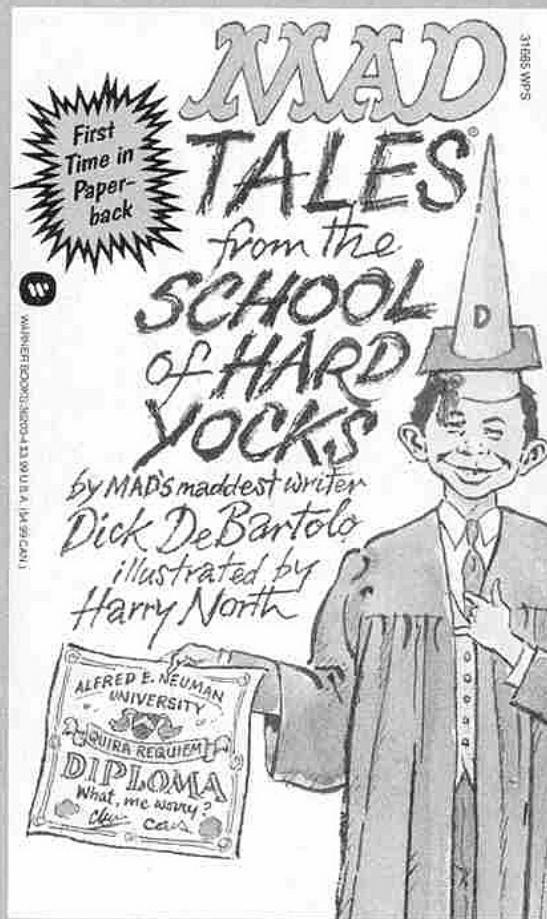


## Move over Huck Finn!

## Move over The Grapes of Wrath!

## Move over The Collected Works of William Shakespeare!

Now that you've moved these books over, you'll have plenty of room on your bookshelf for...



"This book stands head and shoulders above books half its size!"

—some critic

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New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Andrew on his graduation from college AND his new haircut!

**CYBORG'S-EYE VIEW DEPT.**

You thought the first Arnold Schwarzenegger Terminator movie was long? Well the second is ...

I'm a Cybore, a human-like machine that has the strength of a thousand men, the brain of a dozen computers, and the language skills of a four-year-old! My mission is to save a kid's life—because in the future, he'll save the planet from a new form of murderous machine men! Of course, I could just go and blow up the factory where the machine men of the future are being manufactured, but then there'd be no movie!

I'm a Cybore too! But a much more advanced model! I can heal myself if I'm shot, regenerate myself if I'm blown apart, and most amazing of all—I can open shrink-wrapped packages in seconds! I can re-form my body to look exactly like someone else! I made myself into an exact clone of the real cop I just killed! And already I can imitate his actions! See? I've given all those cars "illegal parking" tickets! I'm here to kill that kid, John Common, so the Earth can be destroyed by machines! I have to hurry, though, because it looks like the Earth might be destroyed by humans first, and that will ruin my chance for some fun!

I'm Sadder, John Common's Mother! I insist I've already seen a nuclear blast that takes place in the future, but that's not why they keep me in a mental ward! I'm locked up because I thought "Hudson Hawk" was a great movie and Bruce Willis is a great actor!

I'm John, the twelve-year-old son! My mission in life may be to protect humans from hostile machines in the future, but first I have a much more important assignment! I have to make this robot creep into a lovable, cutesy character by teaching him trite teenage expressions, like "Cowabunga, Dude!"



I'm Mild Diesoon, a scientist working on a top secret computer chip project! Boy, talk about an easy job! The project is so Top Secret I just sit at a desk all day and try to guess what I'm supposed to be working on!

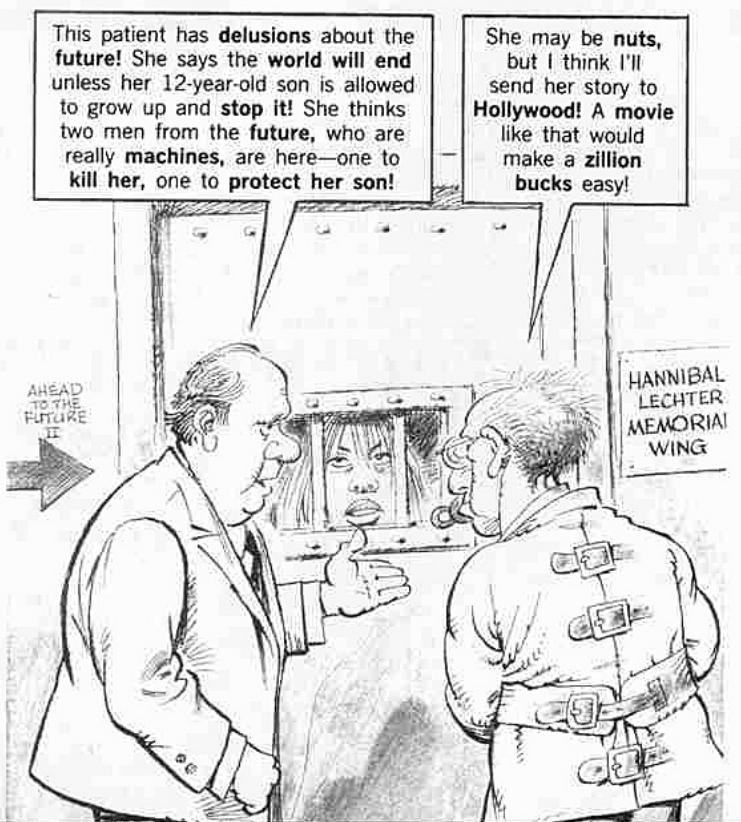
We're the Machine Warriors from the future! Just think of us as evil Robocops on Slimfast diets!

# INTERMINABLE TOO

## MISJUDGMENT DAY

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



The other Cybore is out to kill me, and you're out to save me? Who sent you?

You did! Thirty five years from now!

Let me get this straight... thirty five years in the future, I send you back in time to save me now? You'd get along great with my wacko mom! Tell you what... I'll introduce you to my mom tonight! And if you two hit it off, you can take her out on a date LAST Friday!

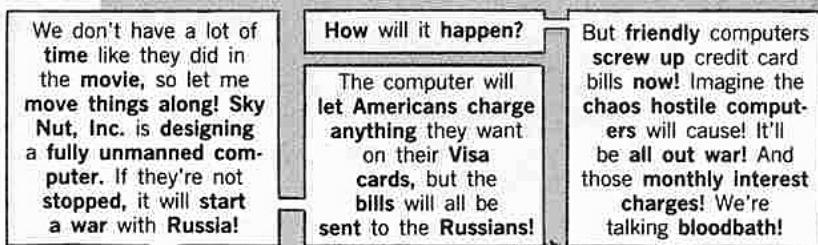
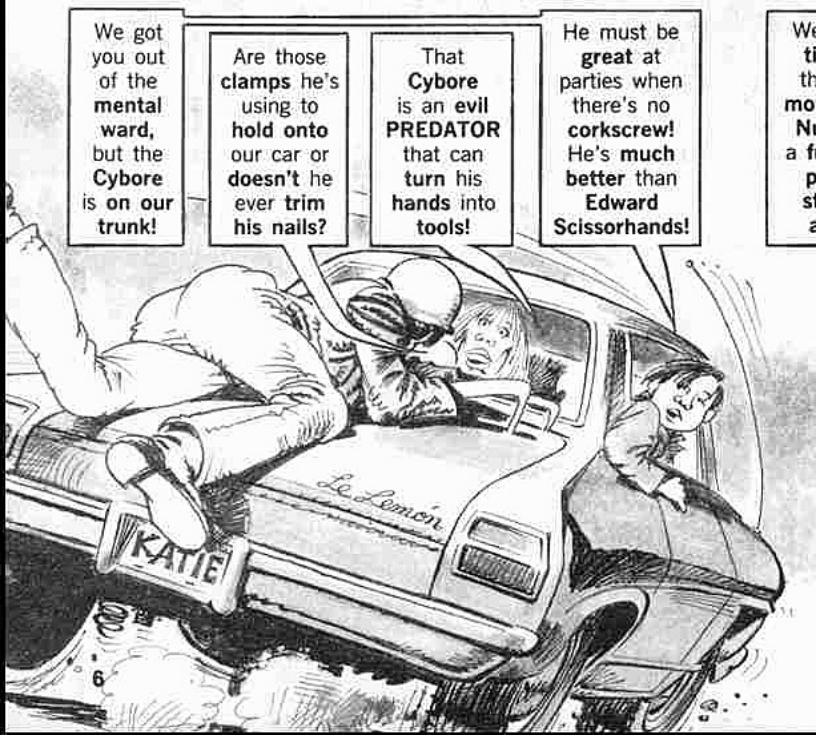
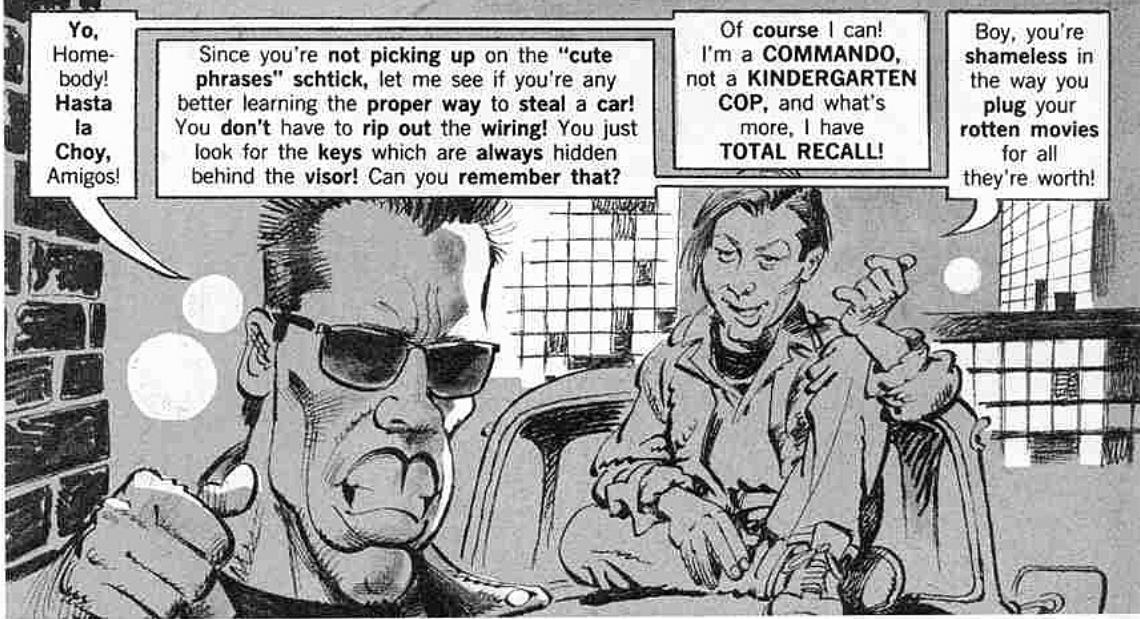
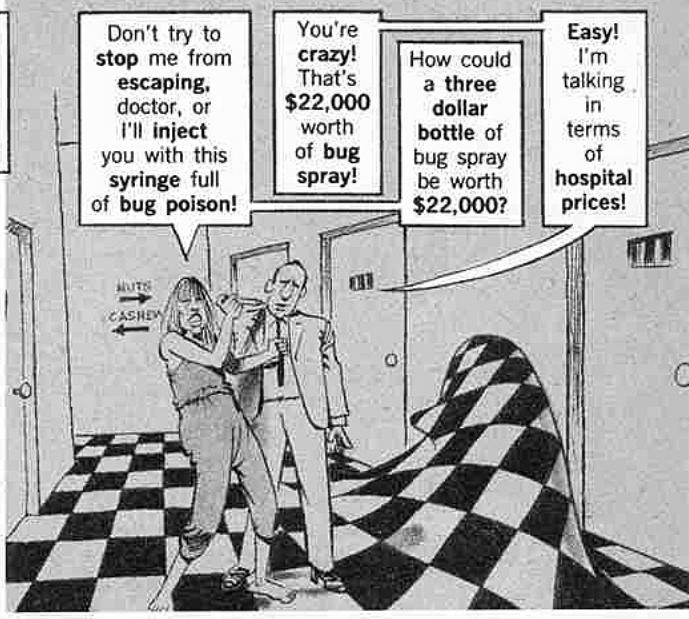
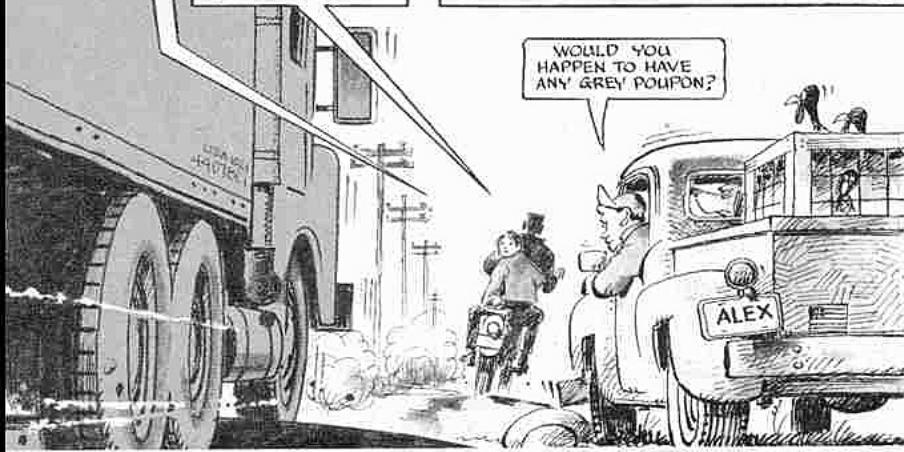
WOULD YOU HAPPEN TO HAVE ANY GREY POUPON?

Don't try to stop me from escaping, doctor, or I'll inject you with this syringe full of bug spray!

You're crazy! That's \$22,000 worth of bug spray!

How could a three dollar bottle of bug spray be worth \$22,000?

Easy! I'm talking in terms of hospital prices!





Dr. Diesoon! You pig! It's men like you who create killer robots and plan for world domination without thought for mankind! Who create sitcoms like *Full House* without thought of what it does to the human brain! You're a total barbarian!!!

You mean as in CONAN THE BARBARIAN? I like that!

Is that what I was doing? Planning world destruction?!? I thought I was designing a VCR that's easy to program!

Sky Nut Industries has a multi-million dollar security system! How did you get us in, kid?

With my pocket-size Atari computer!

That puny computer broke the entry code?

No, I told the night watchman, he could have it if he would open the door!



There are cops all over the place! I told you not to leave our car in the "Executives Only" parking area! Things like this are not taken lightly here in Los Angeles!

Two hundred cops against us may seem like a RAW DEAL but don't worry it's no pro bono!

You mean No problemo, you techno-boob!

Citizens Killed: 0 Stunt Men Injured: 113 Audience Believability: 0% Box Office Potential: \$150 Million

I'd hate to be the insurance adjuster who has to add up all the damage we just did!

We've totally demolished Sky Nut Industries!

After what you helped us do here, mom, I never want to hear you complain about the mess I make in my room again!



Strange that we ended up in a steel smelting plant, isn't it, especially since we're still in downtown L.A.!

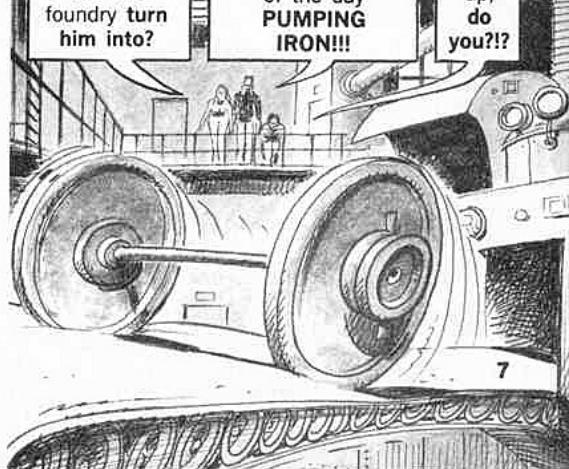
What's even stranger is how we just happened to have an accident with a liquid nitrogen truck, which froze the Cybore!

No, what's really strange is that the Cybore then fell into a vat of molten steel, the one thing in the world that'll kill him!

The Cybore is coming down the conveyor belt! What did the foundry turn him into?

Perfect, it cast him into a barbell! Now we can spend the rest of the day PUMPING IRON!!!

You don't EVER give up, do you?!



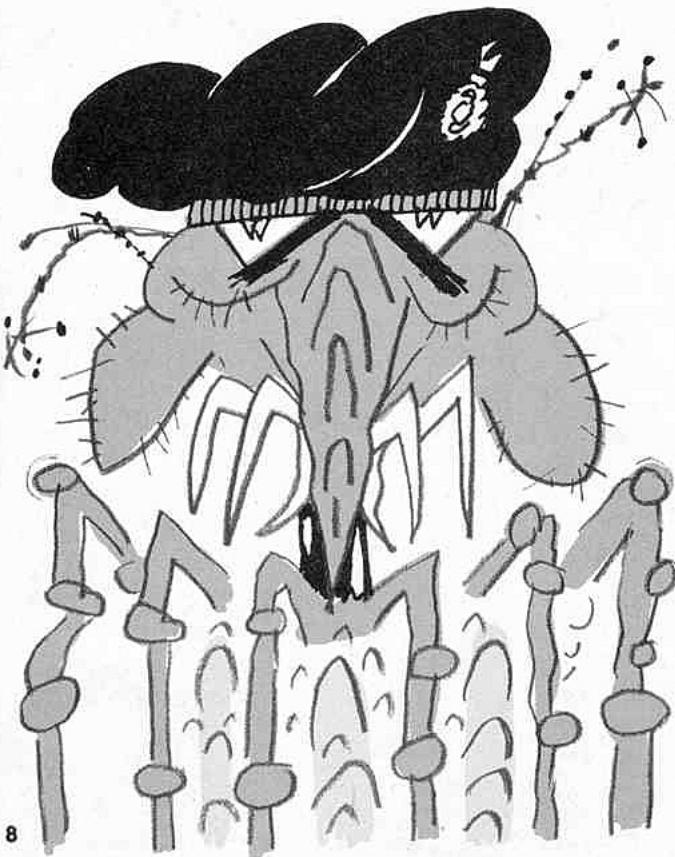
**INSECT ASIDES DEPT.**

The Bold ...The Brave ...The Easily Squished ...

**MAD SALUTES**

# Unsung Heroes OF THE BUG WARS

ARTIST AND WRITER: PAUL PETER PORGES



Brigadier General  
Ulysses S. Ant

... Commanding a Platoon of Soldier Ant Special Forces During Operation Desert Storm

Colonel Ollie Moth

... Successfully Running a Wool-Smuggling Operation Behind Enemy Lines

Rear Admiral Robert E. Bee

... Securing a Strategic Forward Base



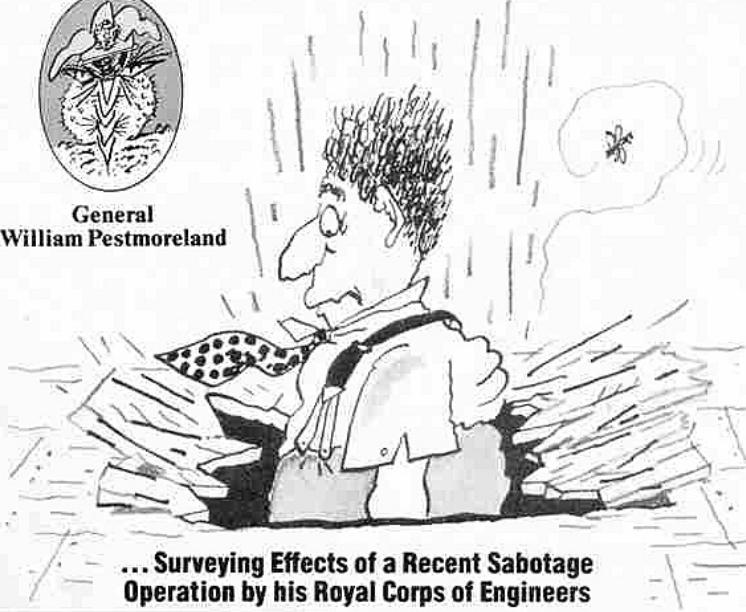
Air Recon Specialist  
Dwight D. Flysenhower



...Celebrating an Emergency Evacuation of  
a Landing Field with a Victory Roll



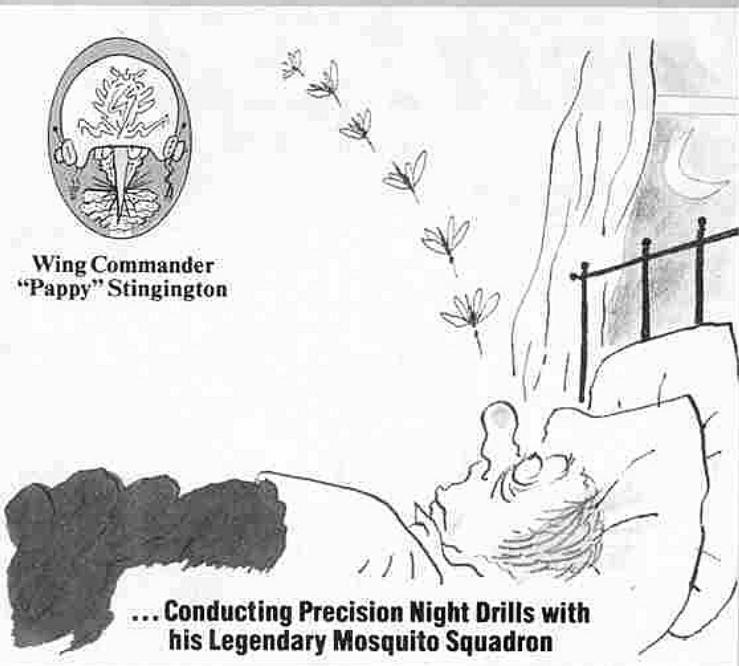
General  
William Pestmoreland



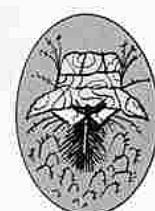
...Surveying Effects of a Recent Sabotage  
Operation by his Royal Corps of Engineers



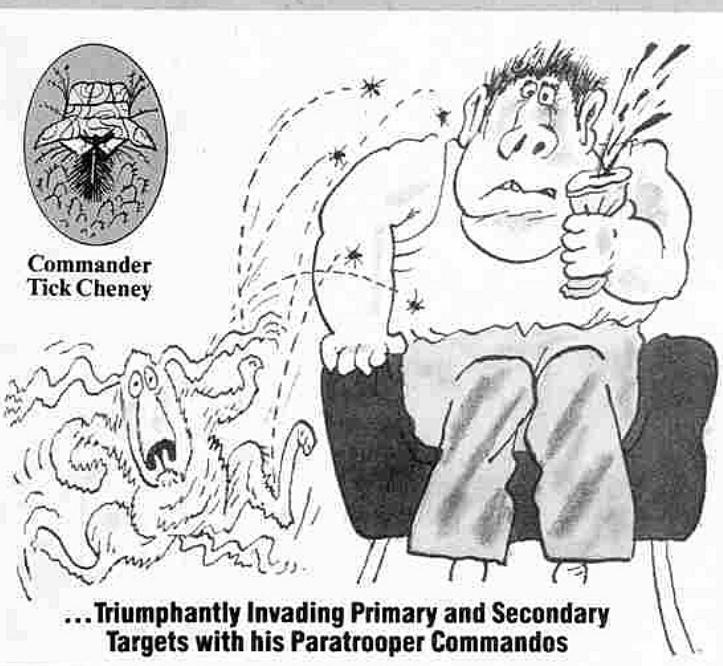
Wing Commander  
"Pappy" Stingington



...Conducting Precision Night Drills with  
his Legendary Mosquito Squadron



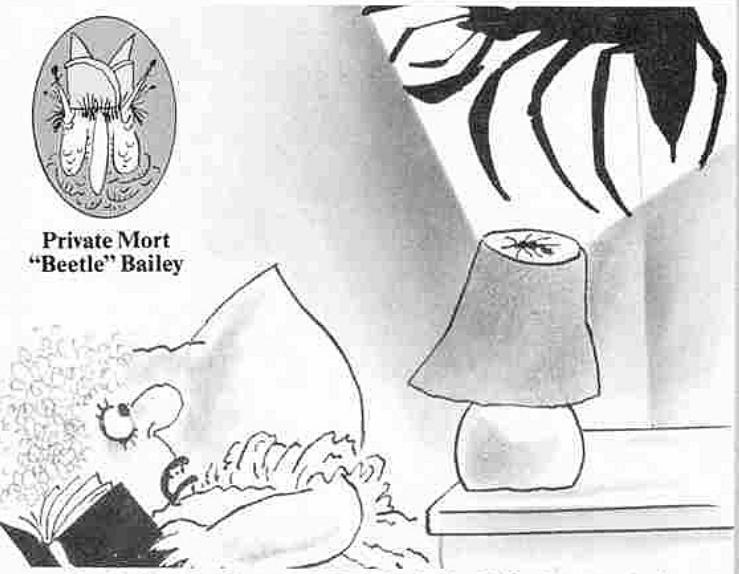
Commander  
Tick Cheney



...Triumphantly Invading Primary and Secondary  
Targets with his Paratrooper Commands



Private Mort  
"Beetle" Bailey



...Employing the Latest in Psychological Warfare Techniques

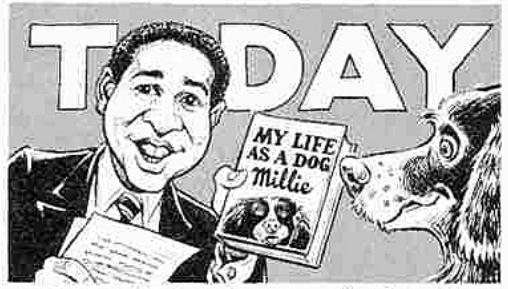


4-Star General "Stormin'  
Norman" Roachkopf



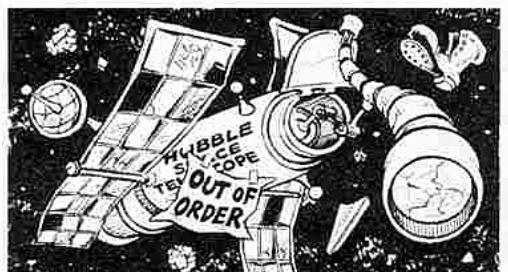
...Leading his Roach Rangers in a Pre-Dawn Pre-Emptive Strike

*Remember when ...*



...the most interesting memoirs from the White House weren't written by a dog?!

*Remember when ...*



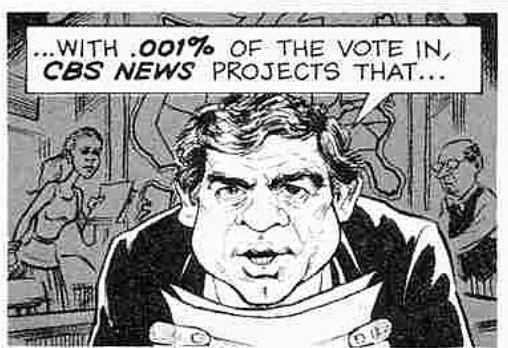
...12 years of research and \$1.5 billion for the space program at least got us a rock?!

*Remember when ...*



...opinion polls reflected politicians' actions, not dictated them?!

*Remember when ...*



10 ...the media waited until *after* an election to tell you who won?!

VOTER RECALL DEPT.

Just yesterday we were reminiscing about our government's honorable behavior. Unfortunately, we had to think back to 1790! We're sick of today's pathetic political standards. And to prove just how far they've deteriorated, we present ...

# MAD'S POLITICAL "Remember When...?"

ARTIST: SAM VIVIANO

WRITER: RUSS COOPER

*Remember when ...*



...political debates weren't just a string of meaningless one-liners?!



...politicians were the source of some of our history's most inspiring quotes?!

*Remember when ...*

I WANT YOU ALL TO KNOW HOW,  
WELL, ENRICHED I FEEL TO BE  
VISITING YOUR FINE COUNTRY...



...ex-Presidents used to retire  
with some shred of dignity!?

*Remember when ...*



...capital punishment was a tolerated necessity, not a cause to party?!

*Remember when ...*

HALL OF

SIGH!



NIXON



FORD



REAGAN



BUSH

...a Democrat had a shot at being President?!

*Remember when ...*



...a President of an administration rife with corruption,  
hypocrisy, and lies was actually forced to resign in disgrace?!

*Remember when ...*



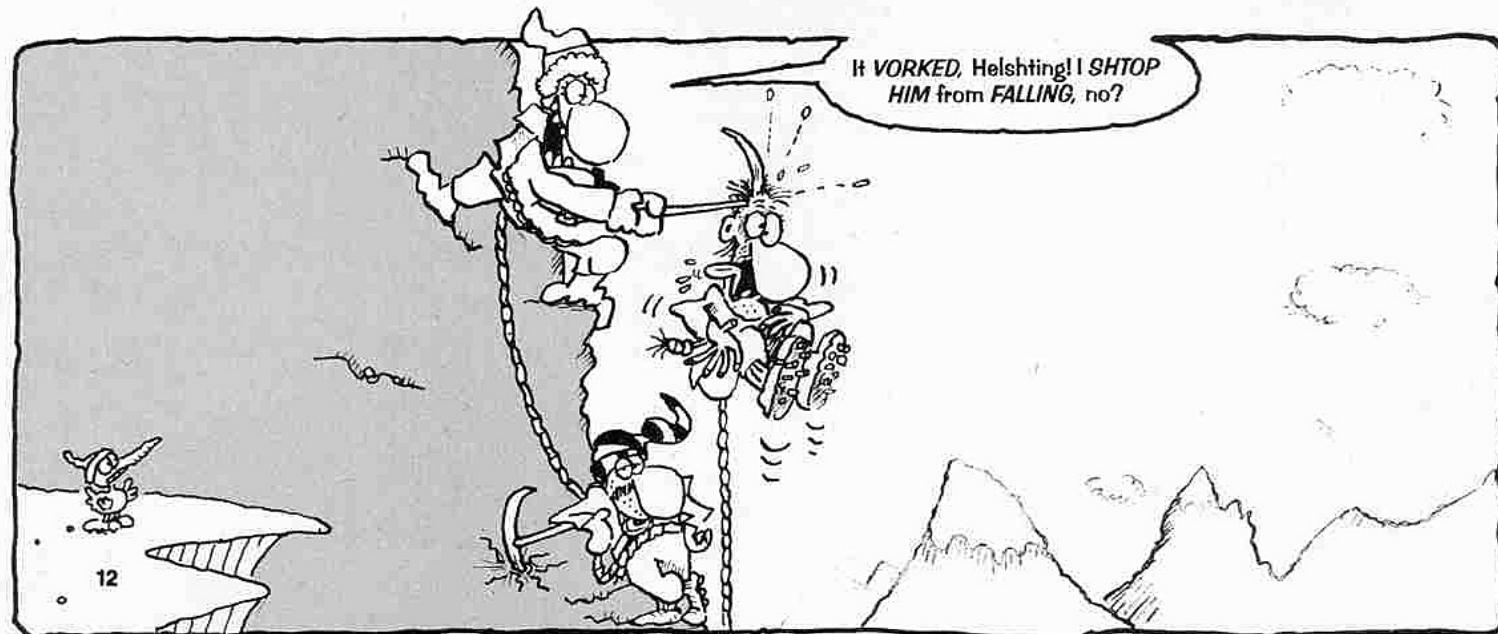
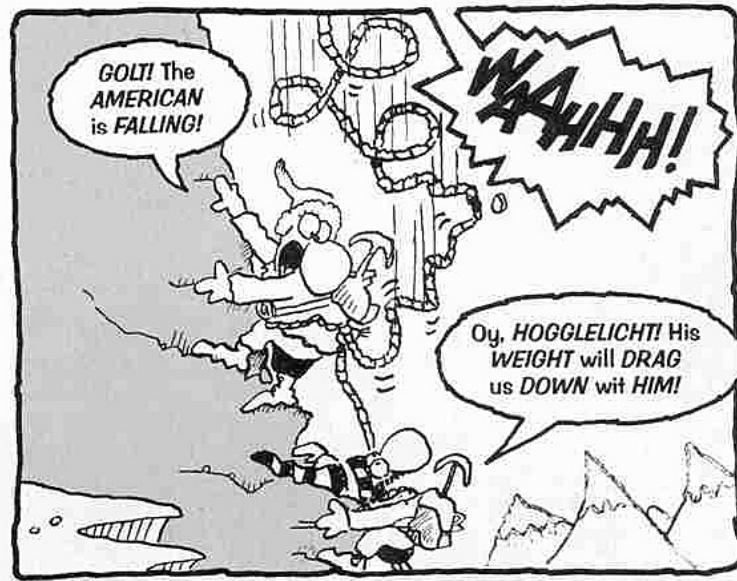
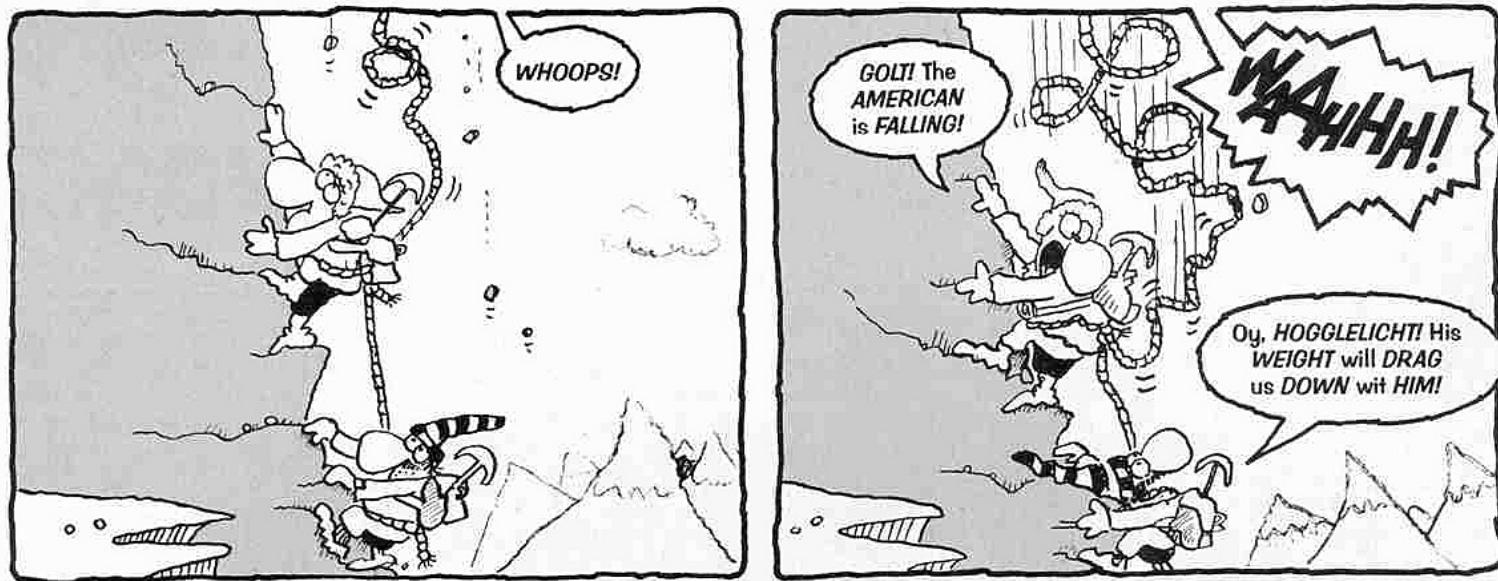
*Remember when ...*



...it wasn't possible to be considered *under-qualified* for the office of the Vice President?!

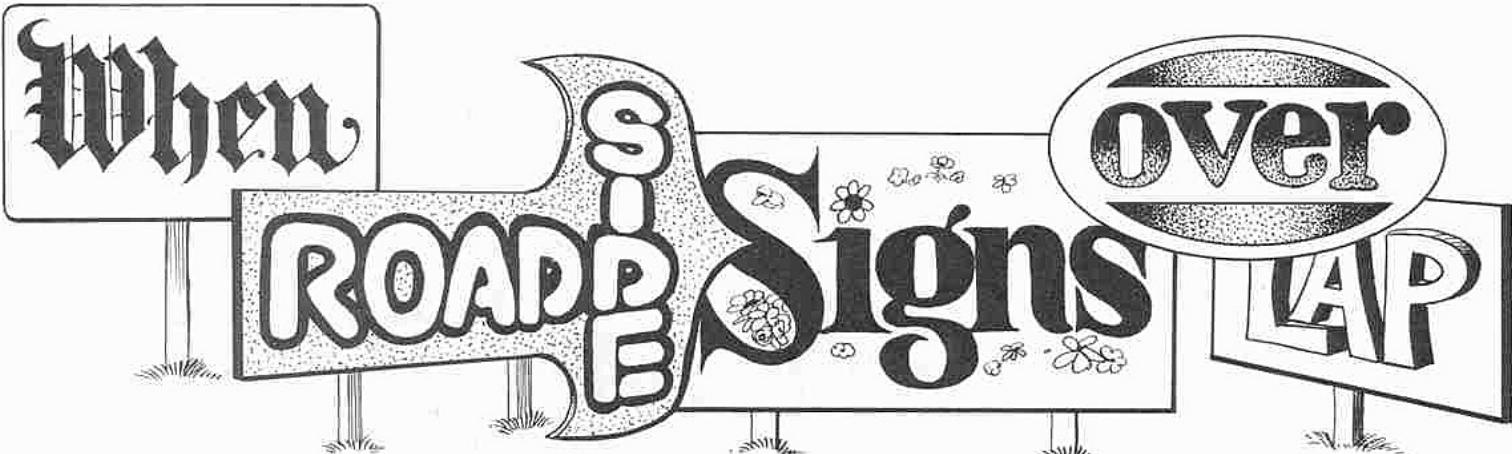
...buildings in America  
were owned by Americans?!

# The Maniacal Mafferhorn Mishap



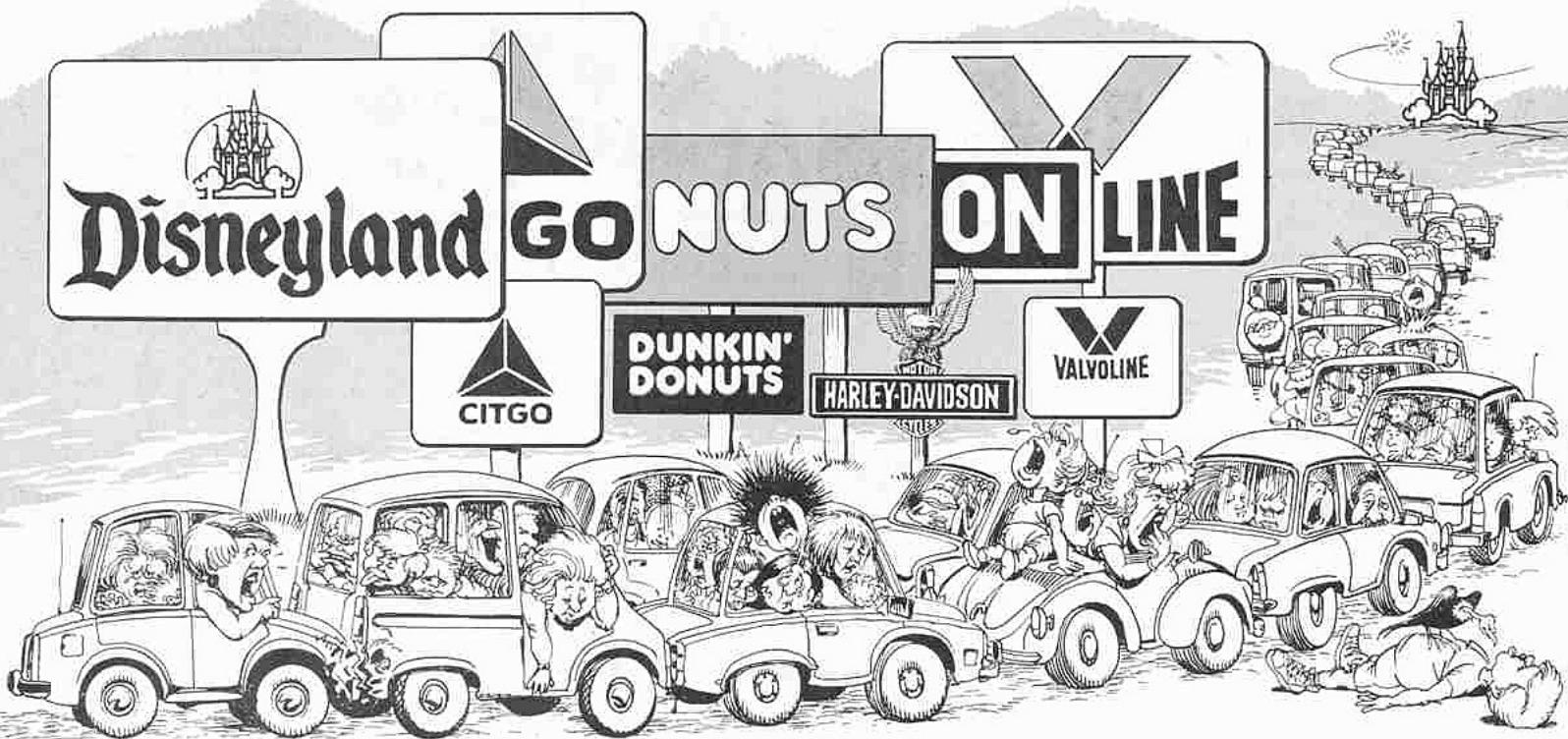
MAKING A MESSAGE OF THINGS DEPT.

For years, motorists have been driving by road signs and reading them one at a time, even though it's far more telling to read them as a group! Yes, their true meanings are easily seen when...



ARTIST: GEORGE WOODBRIDGE

WRITER: HENRY CLARK



ARTIST: GEORGE WOODBRIDGE

WRITER: HENRY CLARK



**Jack LaLanne**



European  
& Holiday Spas

BOY OH BOY I Bache all OVER

Bob's BIG BOY

RICOH

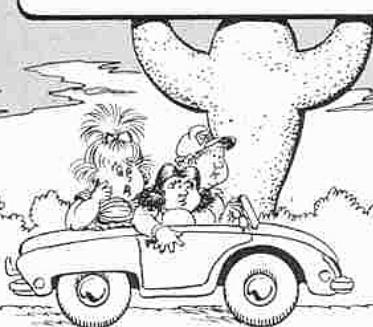
AUDI

LAWN-BOY SNAPPER

Prudential Bache

Renault

RANGE ROVER



Can

Carve Up

Bank

ROLLS

At

BLOCKBUSTER

Speed

Canon  
AUTHORIZED  
DEALER

Carvel

United  
Parcel  
Service

Bankleumi  
BRANCH  
OFFICE

ROLLS  
ROYCE  
SALE

Atlas Van Lines

VIDEO  
RENTALS

Speedy  
mufflerking

WELCOME TO  
Atlantic  
City

STRAIGHT  
AHEAD

BRENNER  
BY-PASS  
2  
MILES



For SUB

STANDARD

Travel

GO GREYHOUND

W.F. RIGBY  
AUTHORIZED  
SERVICE  
CENTER

Ray Devore's  
SUBARU

The Travelers

AND LEAVE THE DRIVING TO US



MAY BE

Prudent

TO ARM

ENTERING  
Philadelphia

CITY OF BROTHERLY LOVE

MAYTAG

BEKINS  
VAN LINES

LOCAL OFFICE  
Prudential  
INSURANCE

TORO

TORO POWER MOWER

ARMSTRONG  
TIRES

VISIT



NATIONAL

ENQUIRER AND PRESS

LARGEST CIRCULATION OF ANY PAPER IN AMERICA

ATIONWIDE

hack PRESS

YAMAHA

NATIONWIDE  
INSURANCE

Radio Shack

FEDERAL  
EXPRESS  
DROP-OFF



Be

Stuck

ON A

BRIDGE

All DAY

VISIT

NEW YORK  
CITY

Bendix  
Solenoid

Stuckey's  
RESTAURANTS

ONKYO

AMOCO

BRIDGESTONE  
SERVICE — SALES

Allstate

You're in good hands.

DAYS INN

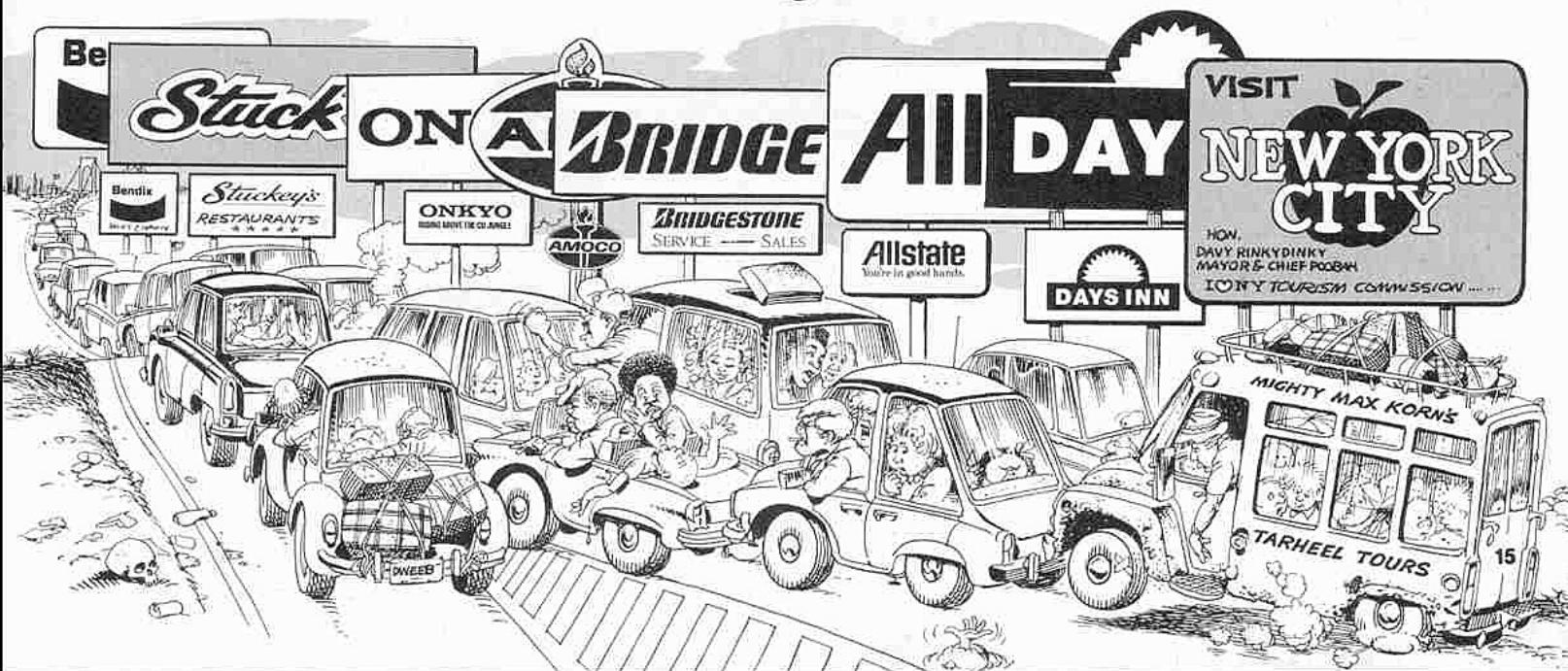
HON.  
DAVY RINKYDINKY  
MAYOR & CHIEF POISON

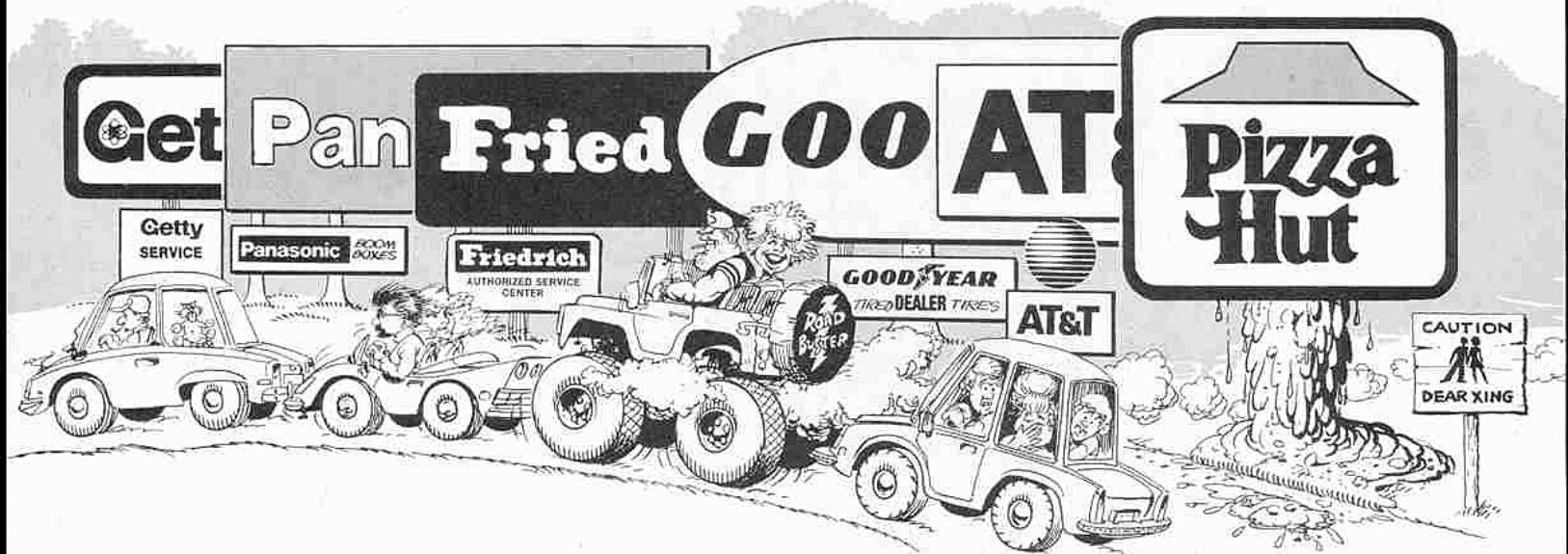
TONY TOURISM COMMISSION

MIGHTY MAX KORN'S

TARHEEL TOURS

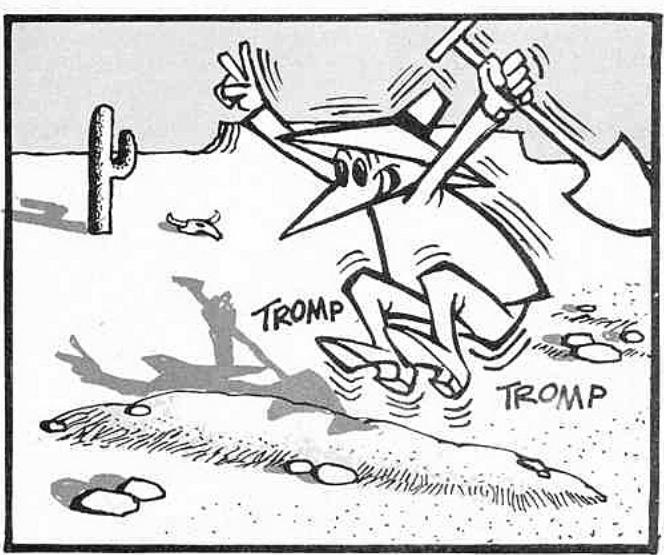
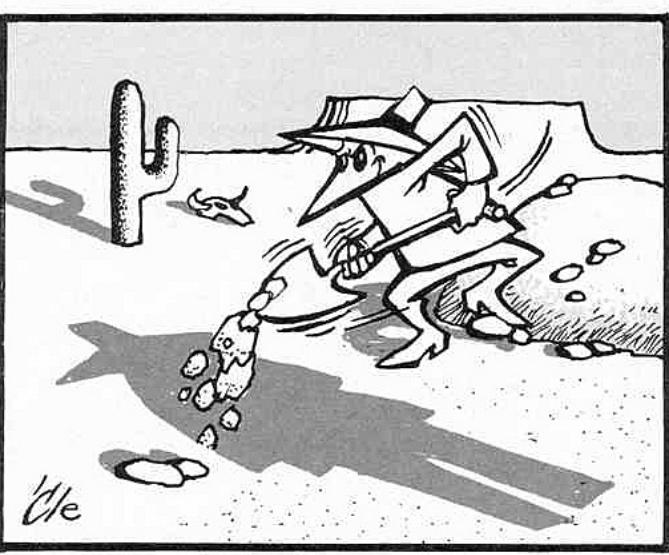
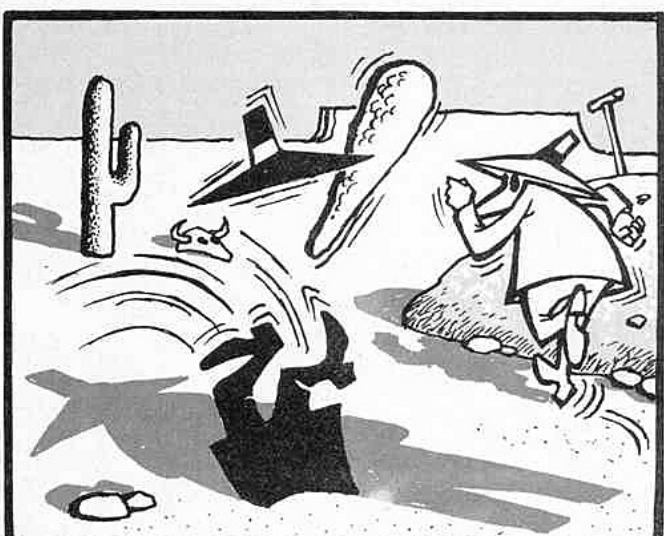
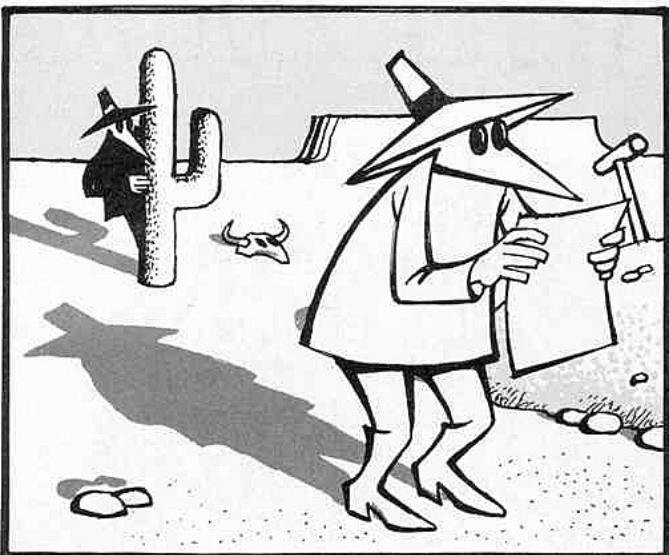
15

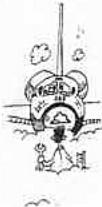






# SPY VS SPY





#### TRUTH DECAY DEPT.

Even if you don't know the old, filthy joke on which the following article is based, there is an outstanding chance you will still thoroughly enjoy\*\*\* and laugh at...

STILL  
MORE R

# "THE THREE BIGGEST"

\*\*\*The first big lie of this article!

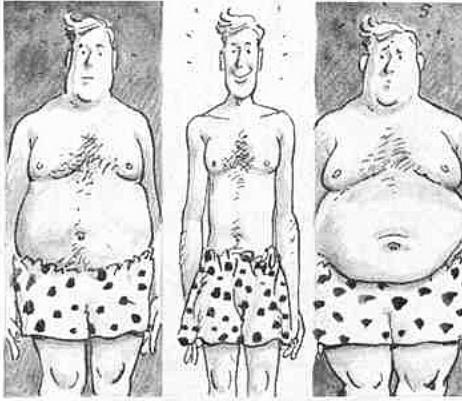
ARTIST: HARRY NORTH

On any rock concert poster...



"Good seats still available!"

On any quick-diet plan label...



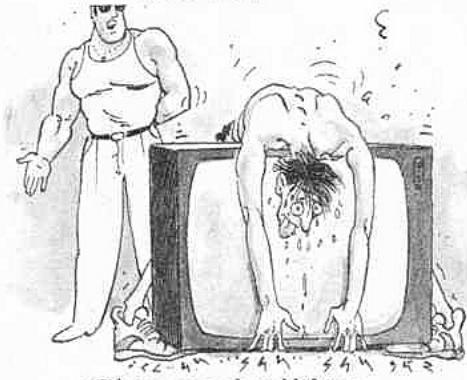
"Take weight off and keep it off!"

At any roadside construction site ...



"Men Working"

From any friend...



"I'd give you a hand lifting that, but I've got a bad back!"

From any pre-Iraq War report...



"Hussein's 'Elite' Republican Guard is the finest army ever assembled!"

From any fading starlet ...



"Posing nude in Playboy will help my career!"

From any amusement ride worker...



"The line moves quickly!"

In the Pledge of Allegiance ...



"With liberty and justice for all."

From any stopped motorist ...



"The light changed as I was going through it!"

# UNNERS—UP TO ST LIES IN AMERICA”



WRITER: J. PRETE

## From any avowed feminist ...



"I do too have a sense of humor!"

## On any vending machine ...



"Coin Return"

## From any Pentagon spokesman ...



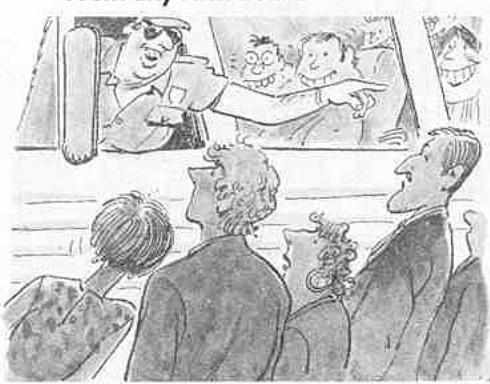
"There were no civilian casualties!"

## From any townhouse salesman ...



"And the Homeowners Association takes care of everything!"

## From any rush hour bus driver ...



"Don't worry, there's another bus right in back of me!"

## From any rock album watchdog group ...



"It isn't censorship! We only want warning labels!"

## From any shoe salesman ...



"They'll stop hurting once you break 'em in!"

## On any cellular phone ad ...



"Crystal clear reception—no static or interference!"

## From any real estate salesman ...



"All it needs is a little bit of paint and a couple of nails!"

SO NEAR, YET SO FARCE DEPT.

A "Para-Medic" is someone who's not quite a doctor. A "Para-Legal" is someone who's not quite a lawyer. A "Para-Military" is a military that's not quite a real military. Handy little prefix, "para." It got us to thinking that there are a lot of people who fit into one "not quite" category or another. We have decided to call these "not quite" people...

# MAD'S "PARA-PERSON"

SEAN PENN  
"Para-Loser"

KICK  
ME

A CURRENT  
AFFAIR  
MAURY POVICH  
"Para-Journalist"

LINDA McCARTNEY  
"Para-Yoko"

DANNY DEVITO  
"Para-Midget"

VANNA WHITE  
"Para-Actress"  
DOUGIE  
AND  
ME

NATIONAL  
GUARD

PAUL  
"Para-Aero"

GEORGE WILL  
"Para-Nerd"



Have you ever wondered why our radio dials are labeled so weirdly? Why the FM band starts at 88 and ends at 108, while the AM band starts at 54 and ends at 160? It's so we can't listen to all those stations before and after these numbers, of course! Well, our research

# RADIO STATIONS WE

## ATT Band

The Latest News, Jokes, Gossip and Cursing as Broadcast by the Guy Nearest You with a Cellular Car Phone

## WGOD

Call-In Programs Hosted by 12 Psychotic Radio Personalities Who Think They're the Original Apostles

## KZOO

Endless Barrage of Jokes and Tasteless Comments That Only the Untalented Host and His Crew of Screaming, Even More Untalented Lackeys Find Funny

## KHIT

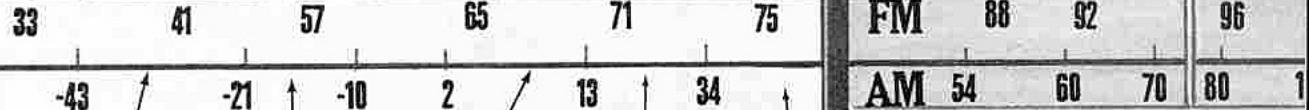
Lame Syndicated Music Countdowns featuring Pathetic Song Dedications to Estranged Family Members and Deceased Pets

## WTIC

Old-Style Clock Sounds for Nostalgic Digital Watch Wearers

## KMOM

Round-the-Clock Nagging, Guilt-Inducing Verbal Attacks and Kitchen Hints



**WRIP**  
Interviews with Dead People

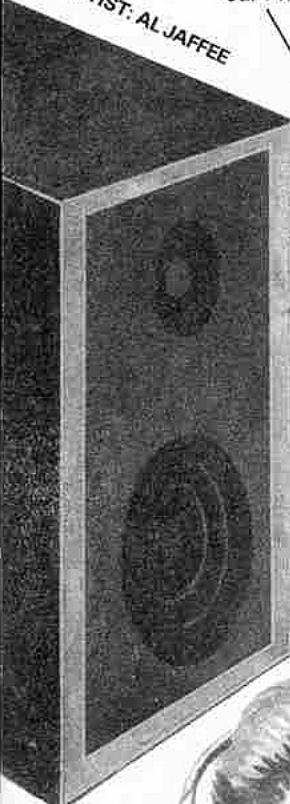
**WDOA**  
The Sounds of Ambulances Stuck in Traffic

**WHOA**  
Your Horse-Stopping Station

**WIVY**  
Talk Radio for Plants

**WKKK**  
Racist Rock for the 90's

ARTIST: AL JAFFEE



now reveals what the government and others have struggled so long and so hard to keep secret. Let us pause now for a station identification, as we here at MAD proudly present for the first time anywhere, this semi-complete, FCC-approved and sanctioned list of...

# NEVER GET TO HEAR

## KKID

Brash 18-Year-Old Neurotic, Obsessed with Mars Bars, Lingerie and Iron Maiden, Broadcasting Sporadically from his Uncle Lenny's Basement

## KGOO

The Station of Baby Sounds for Career Women Too Busy to Have Their Own

"The Station That Never Needs Changing!"

## NASA Band 2

Shuttle Launch Countdowns Beginning at T-Minus Two Million Seconds

## KHAM

Would-Be Comedians Yaking Through Your Favorite Records



102      106      108      MHz

00

120

140

160

kHz

121

125

130

144

169

190

210

230

231

260

## WKEN

Detailed Comprehensive Coverage of the Latest Kennedy Scandal

## WLSL

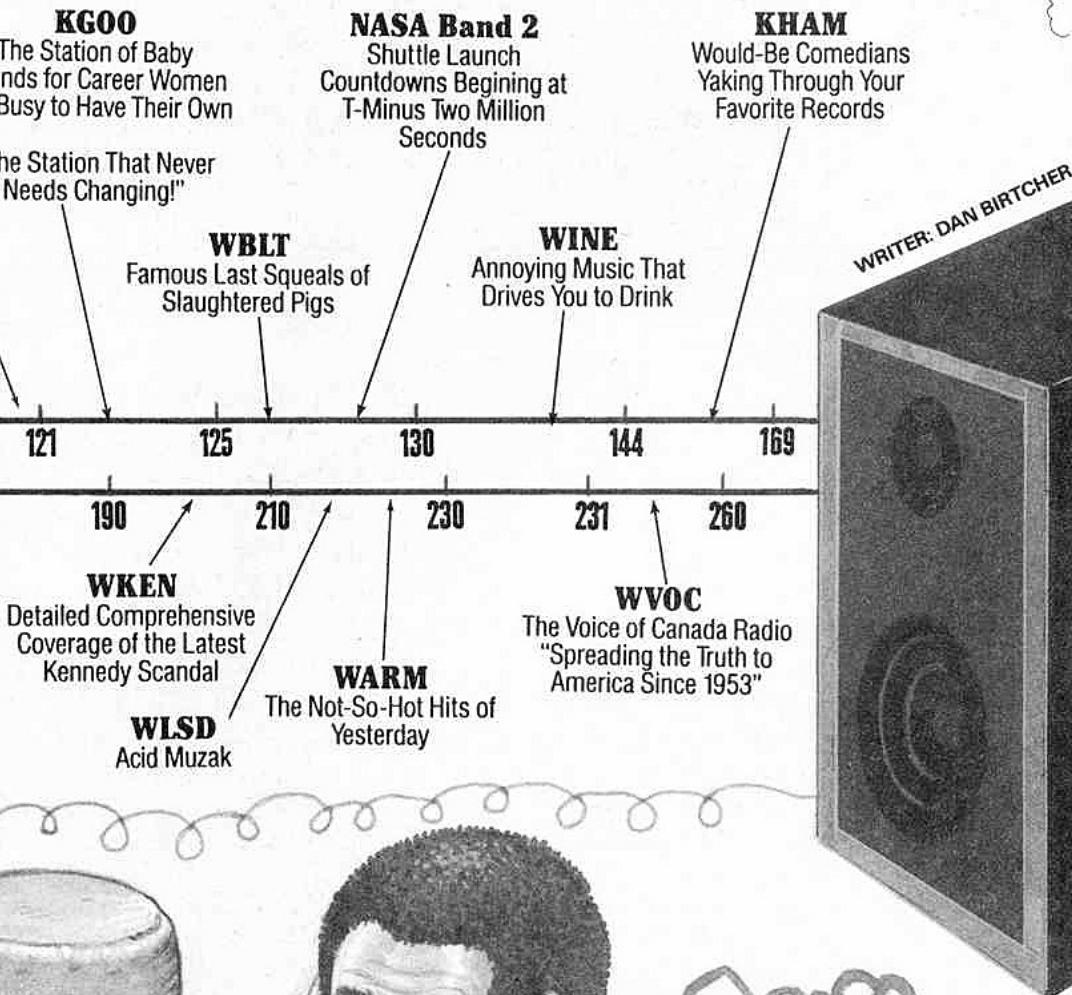
Acid Muzak

## WARM

The Not-So-Hot Hits of Yesterday

## WVOC

The Voice of Canada Radio "Spreading the Truth to America Since 1953"



WRITER: DAN BIRTCHER



# ALL-IN WHITE

ARTIST: GERRY GERSTEN

Mr. President, with \_\_\_\_\_  
only months away, how c

2

1  
the '92 election  
another S&L bailout  
the Barcelona Olympics  
Shamir's new rock video  
Albanian statehood  
the deportation of Democrats  
the yak season  
the first brain transplant  
nude tractor-pulling  
the Martian winter  
the end of the world  
"Liberia Is For Lovers" Week

2  
running  
sharing intimacies  
going one on one  
endorsing Minoxidil  
doing the forbidden dance  
sampling Boise nightlife  
mining Boston harbor  
discussing Madonna's implants  
trading pork-belly futures  
swapping children  
inhaling helium  
skinny-dipping

3  
with Dan Quayle  
with Colin Powell  
after a heavy meal  
during reruns of *Uncle Buck*  
with pygmy royalty  
in deep doodoo  
behind the Lincoln Memorial  
with the Miss Tulsa runner-up  
while Jupiter is in Capricorn  
with Muppet hitmen  
with trained otters  
in velvet dickeys

4  
my recent comments  
Nancy Reagan's astrologer  
our breaking the Japanese code  
listening closely to bison  
my inability to perspire  
the latest issue of *Groo*  
my chat with Marley's ghost  
a Nolan Ryan prophecy  
my previous life as a Goth  
Ted Kennedy's Spandex fetish  
reading romance novels in Urdu  
my inability to lob



5  
the Vice President  
the Supreme Court  
pardoning my son Neil  
a national sperm bank  
arming the homeless  
the new Stealth skateboard  
Delta Burke's weight loss  
a 2 Live Crew postal stamp  
Saddam's sex change  
selling Wyoming to Japan  
Mongol cuisine  
Bob Costas's evil twin

6  
has my complete support  
serves no useful purpose  
raises hell with my thyroid  
could cost us Lapland  
could keep me off Mt. Rushmore  
violates the First Amendment  
really bugs Helmut Kohl  
is an insult to the working man  
is a small price to pay for peace  
will never fly in Poughkeepsie  
could wipe out illiteracy  
means diddly-squat to the Kurds

7  
rumors to the contrary  
Dick Cheney's morning breath  
Marilyn Quayle's overbite  
food fights in the Senate  
my failure to find Waldo  
Cleveland's road record  
Elvis haunting my dreams  
Leno acing out Letterman  
price supports for broccoli  
Crest outperforming Aqua-Fresh  
my conversion to Islam  
that new Iran-Contra sitcom

use press conference where the reporters ask boring questions and the President gives  
? Wouldn't it be lots more fun if you could put words in their mouths?? Try MAD's...

# EXCLUSIVE DO-IT-YOURSELF HOUSE PRESS CONFERENCE

WRITER: FRANK JACOBS

1 \_\_\_\_\_  
do you feel about  
3 \_\_\_\_\_?

As you know from 4 \_\_\_\_\_,  
5 \_\_\_\_\_ 6 \_\_\_\_\_  
despite 7 \_\_\_\_\_. My decision  
will be based on 8 \_\_\_\_\_  
9 \_\_\_\_\_ and whether or not  
10 \_\_\_\_\_. Next question.



8  
the will of  
totally ignoring  
my mating dance with  
swapping Zip codes with  
handing over Guatemala to  
groveling at the feet of  
sharing my tax refund with  
rapping psalms with  
doing wheelies with  
the effect of a Mayan curse on  
introducing Wile E. Coyote to  
renting out Camp David to

9  
the people  
17 Texas delegates  
our dog Millie  
Exxon lobbyists  
Ted Turner  
pre-school mercenaries  
the "in crowd" at Wendy's  
a UFO-logist named Zack  
Kitty Kelley  
precocious owls  
the Republican Guard  
Sununu's relatives

10  
I choose to run again  
I can dump Quayle gracefully  
anyone cares  
narrow ties come back  
I see my shadow  
Massachusetts secedes  
we're at war with France  
we can bail out Las Vegas  
we have to entertain the Yeltsins  
Gretzky stays healthy  
Cathy marries Irving  
I wind up impeached

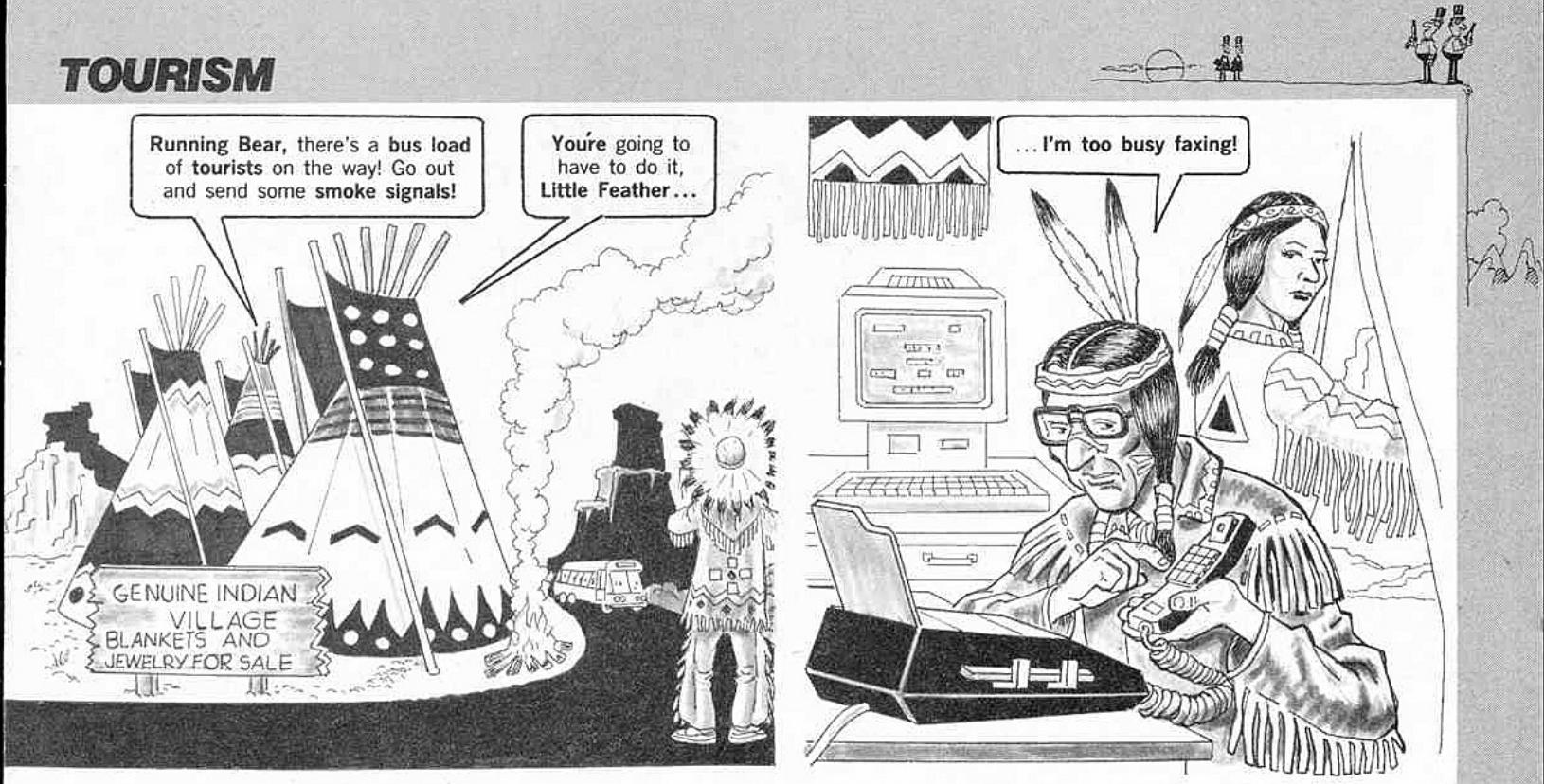
## CAR OPTIONS



BERG'S-EYE VIEW DEPT.

# THE LIGHT

## TOURISM



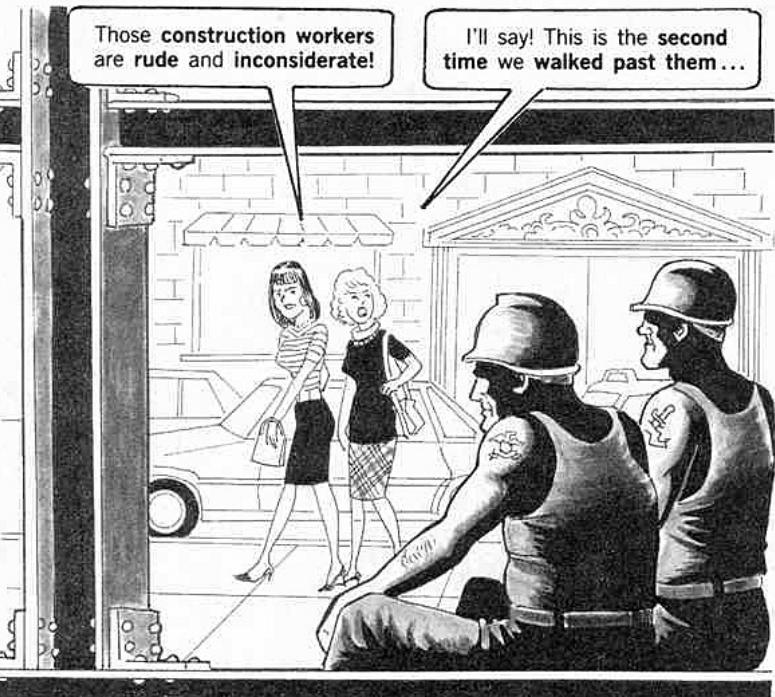
## THE ENVIRONMENT



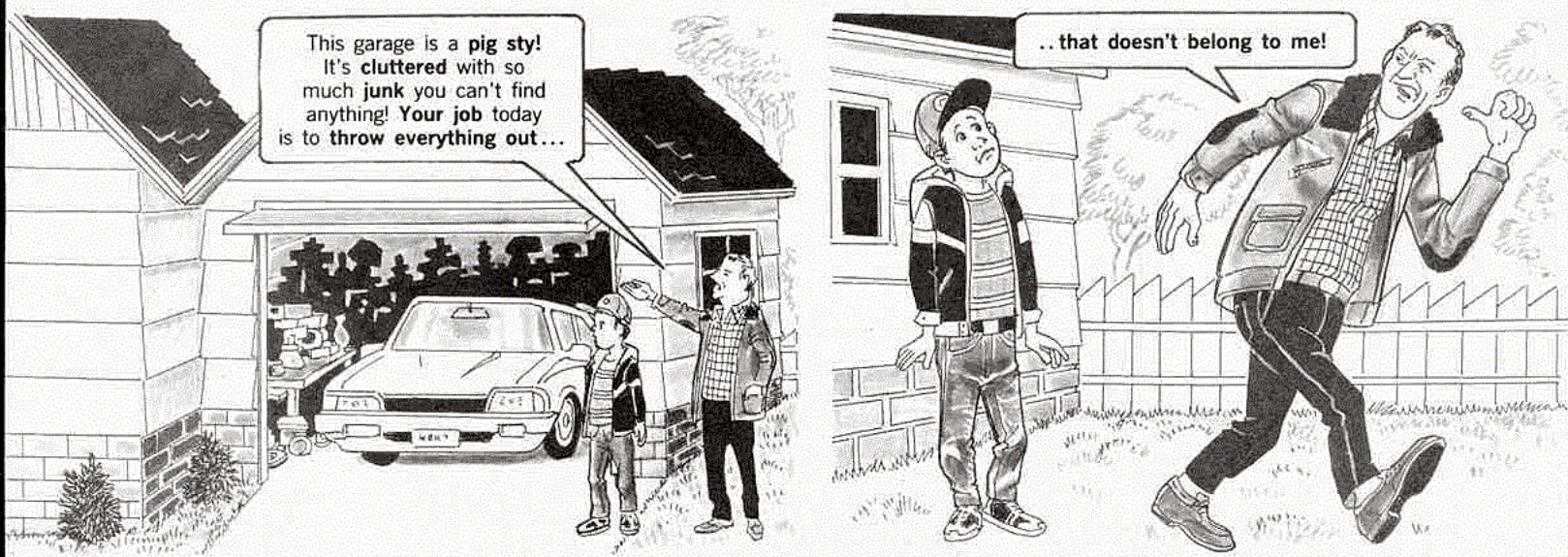
# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

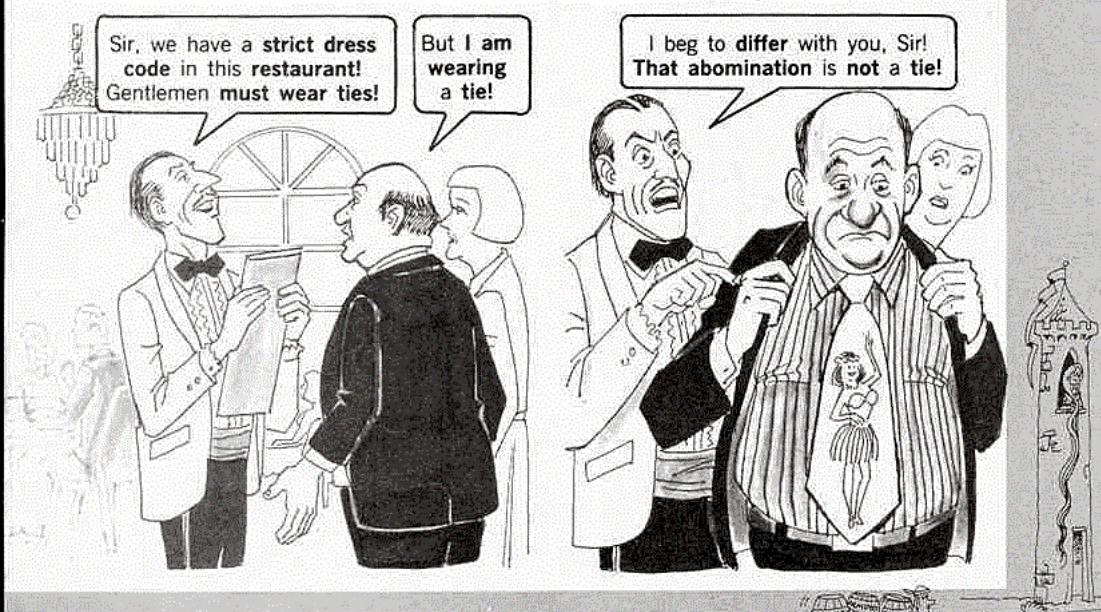
## STEREOTYPES



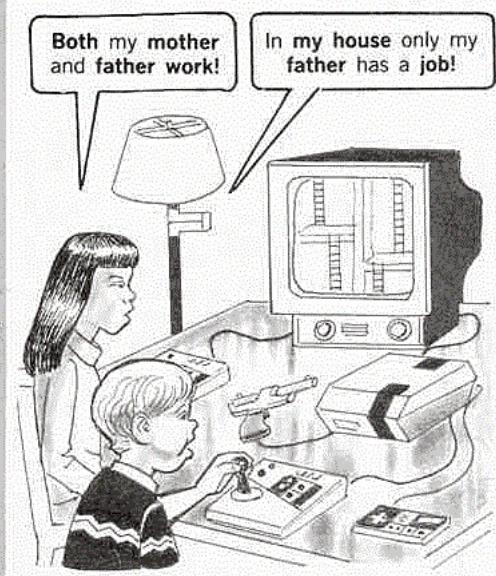
## ORDERLINESS



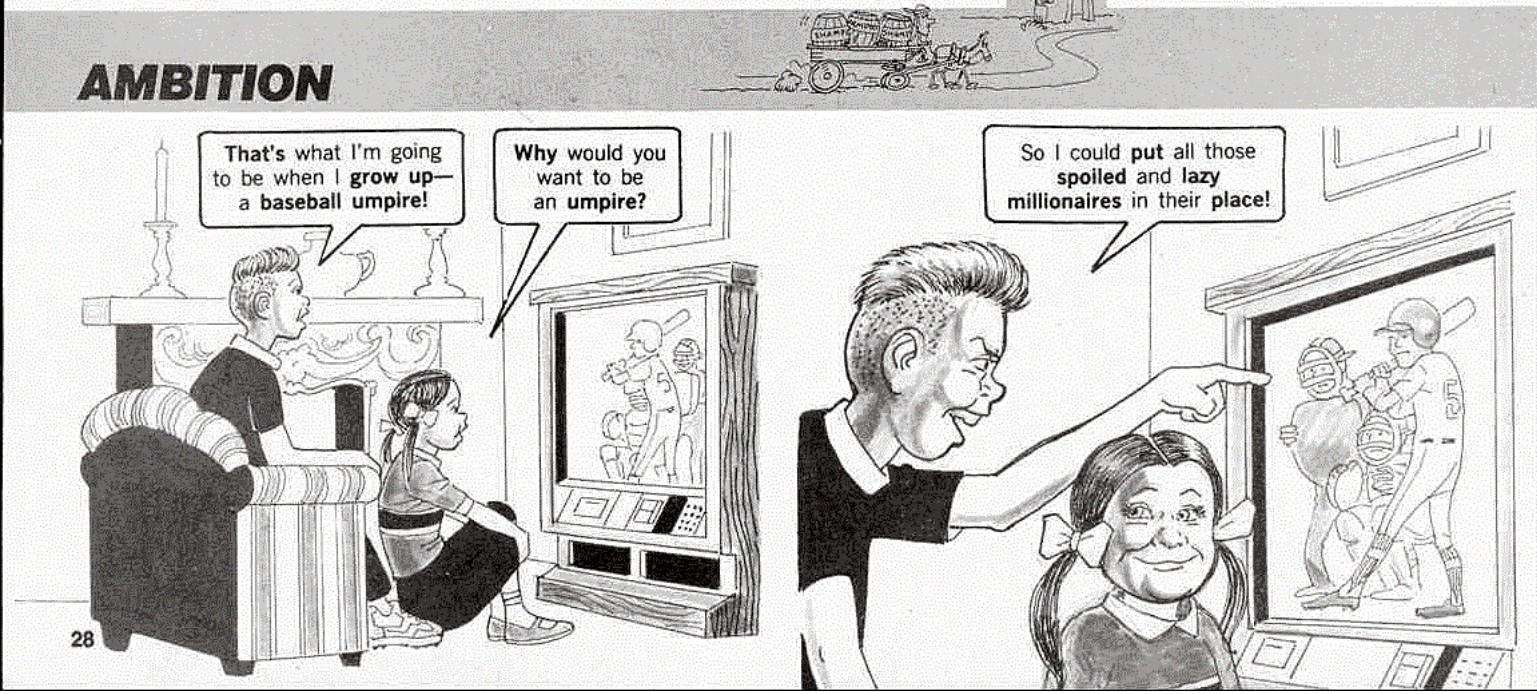
## FASHION



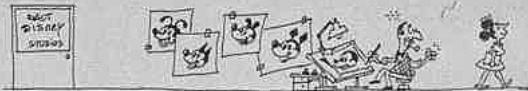
## THE WORK FORCE



## AMBITION



# SCHOOL



I know I did lousy in the current events test! That's such a hard subject!

Current events? Why do you find that hard?

Every day they keep adding new things!



## HAIR CARE

My mother doesn't work at all!

See you later, Phil! I've got an appointment at the hair-dressers for a permanent!

Again? You got one not that long ago!

Tell them you want it free this time! The last "permanent" turned out to be "temporary"!



## SECURITY

Uh oh! Someone's car alarm just went off!

Those things are such a pain! Every night some dumb jerk's alarm goes off and wakes up the neighborhood! Just do what I do—ignore it!

BEEP  
BEEP



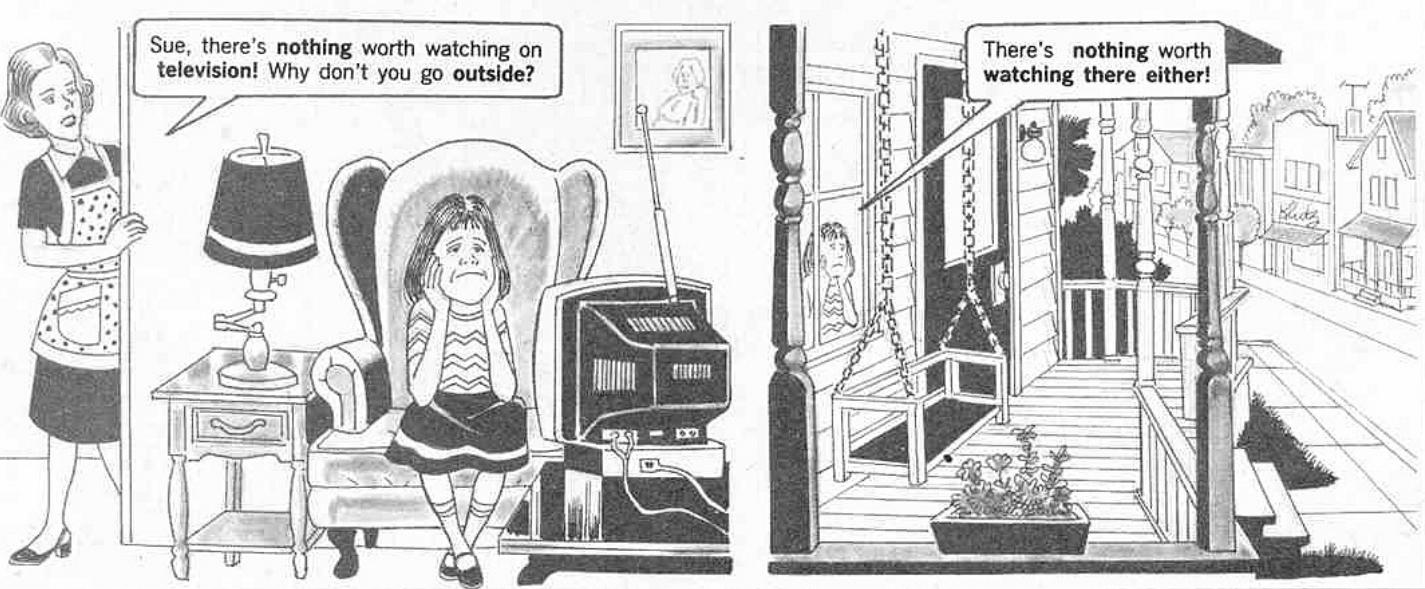
Guess what—tonight you're the dumb jerk!

BEEP  
BEEP

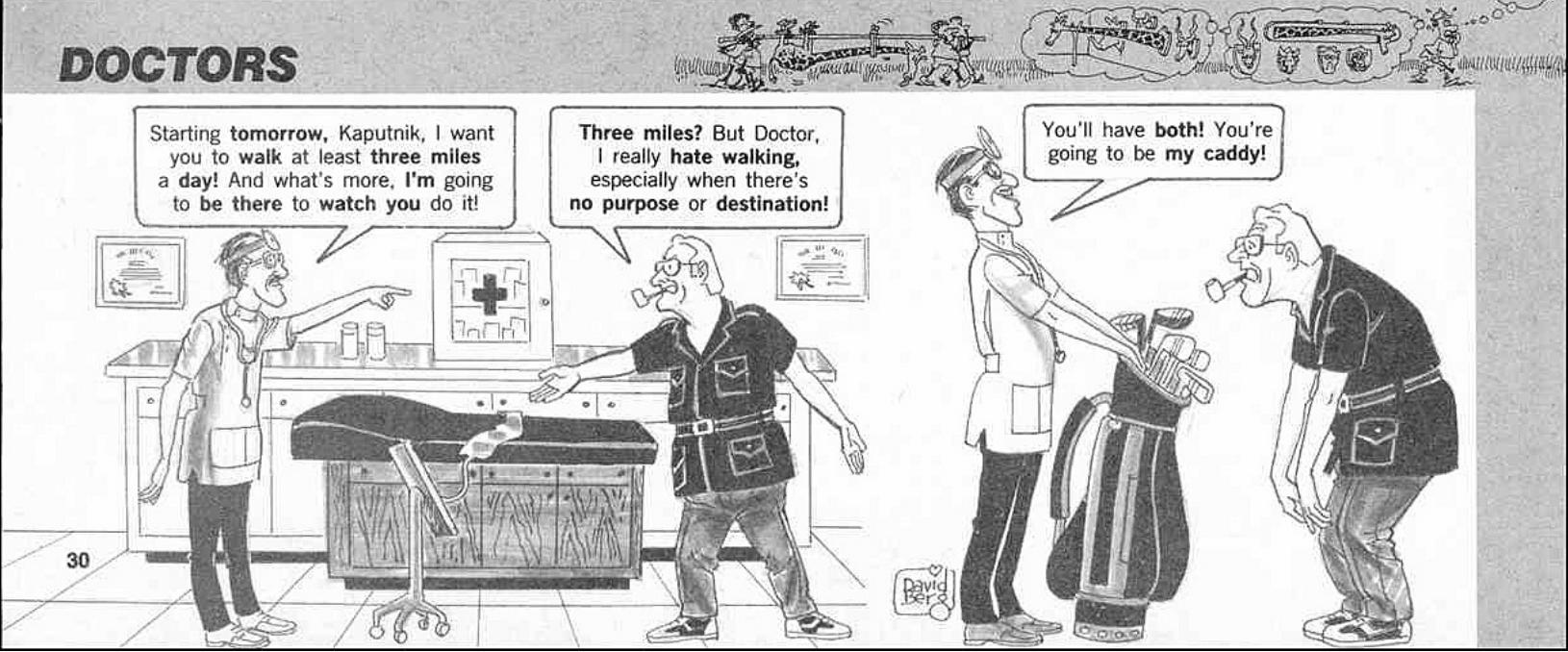
# THE OFFICE



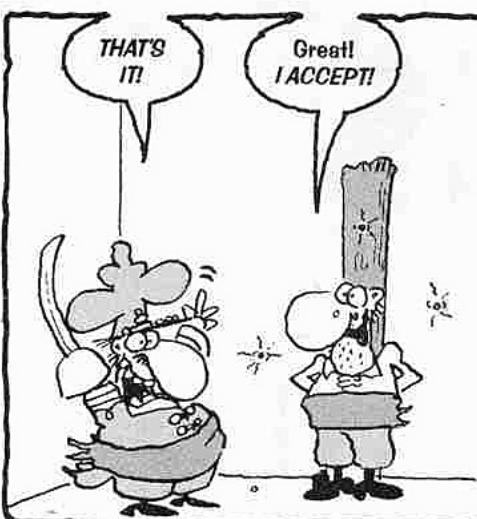
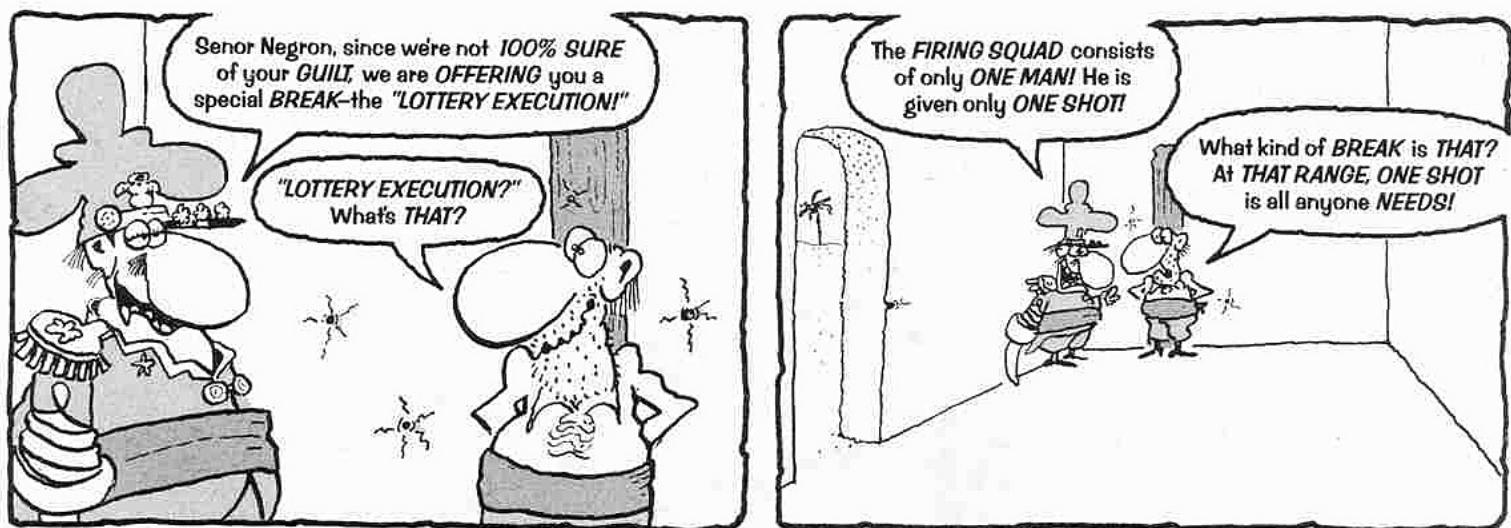
## VIEWING



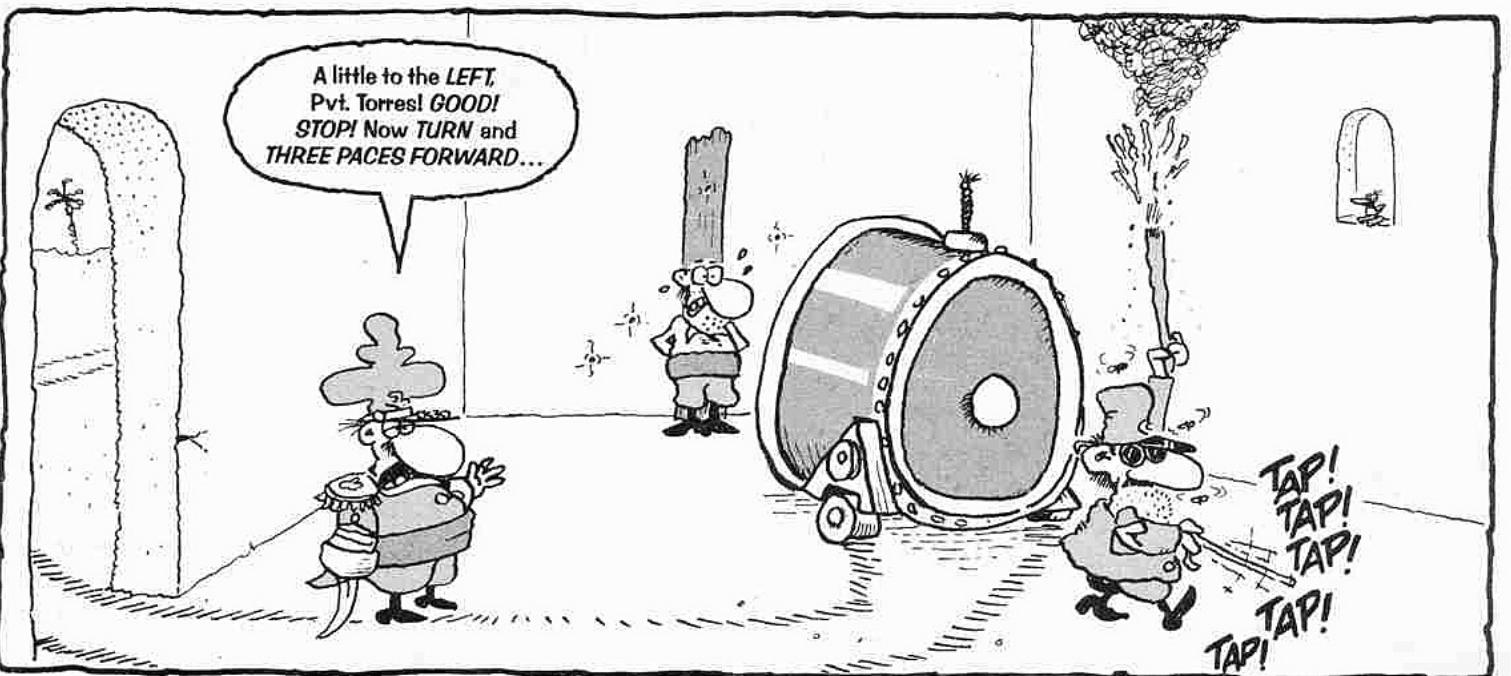
## DOCTORS



# The Catastrophic Captives Condemnation



**"CREAK  
SQUEEK  
SQUEEK"**



**SPLIT PERSONALI-TEASE DEPT.**

Take one well-known celebrity...someone with a high profile who's easily recognizable and familiar to a great many people. Now take a second well-known celebrity...Someone with an equally high profile who's just as recognizable and familiar to a great many people. Now combine the two and what have you got? A few pages in People Magazine! But since we hate that rag, here's...

# MAD'S TWIN PEEK'S

ARTIST AND WRITER: TOM HACHTMAN



**M. C. Hamlisch**



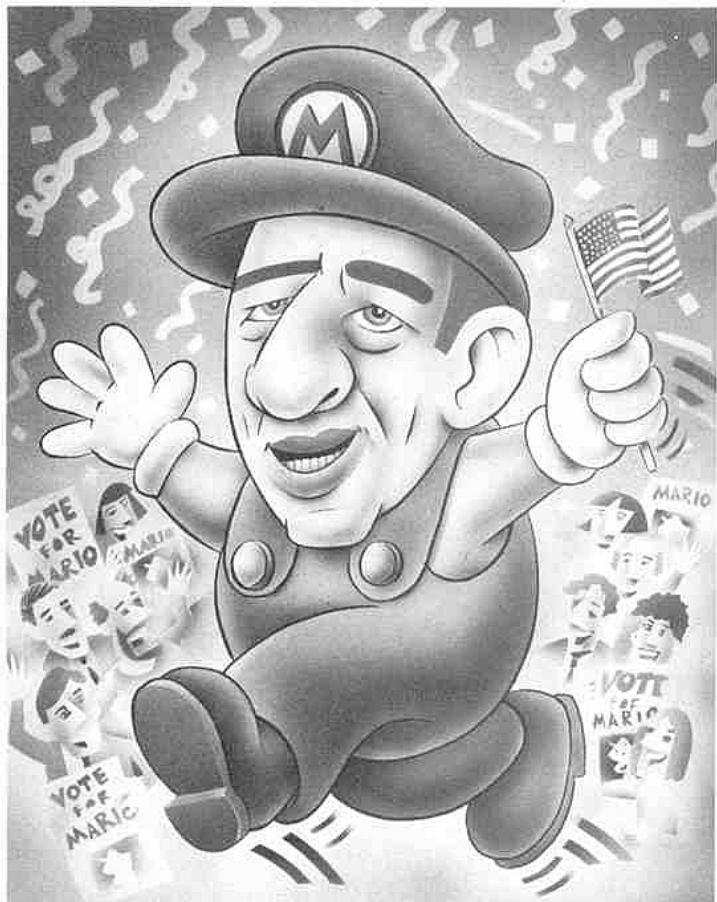
**Axl Roseanne**



**Babart**



**RoboKoppel**



**Super Mario Cuomo**

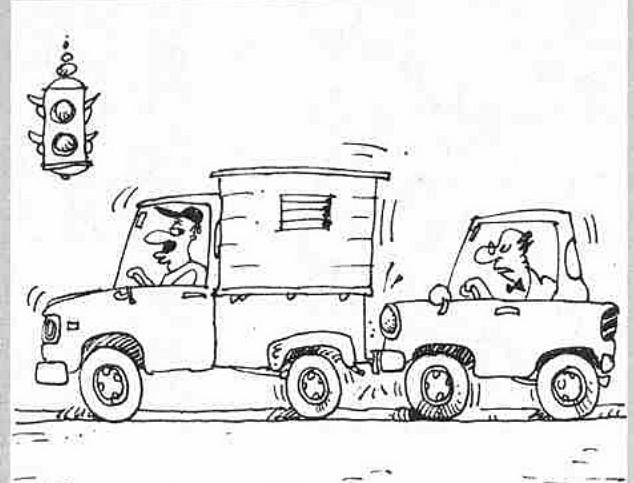
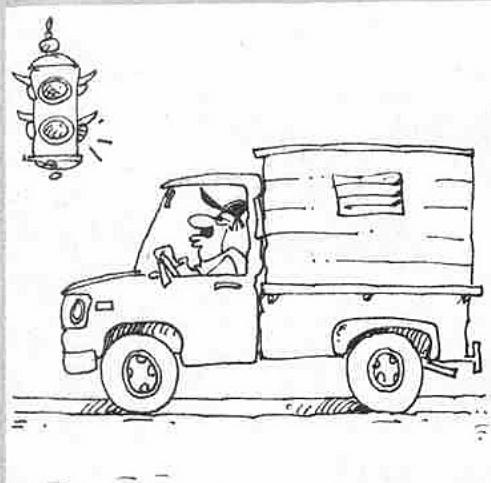
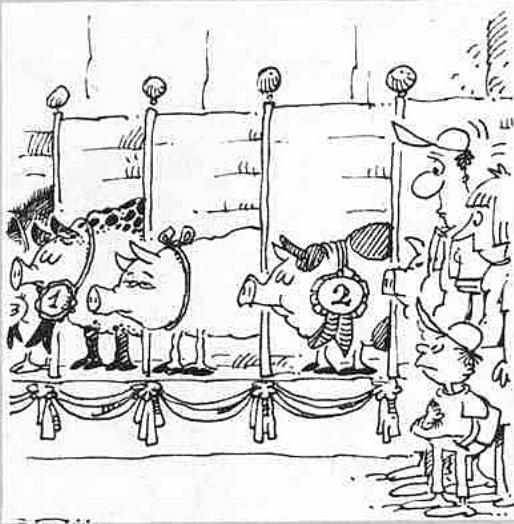


**Madonnatello**



**Vannabal the Cannibal**

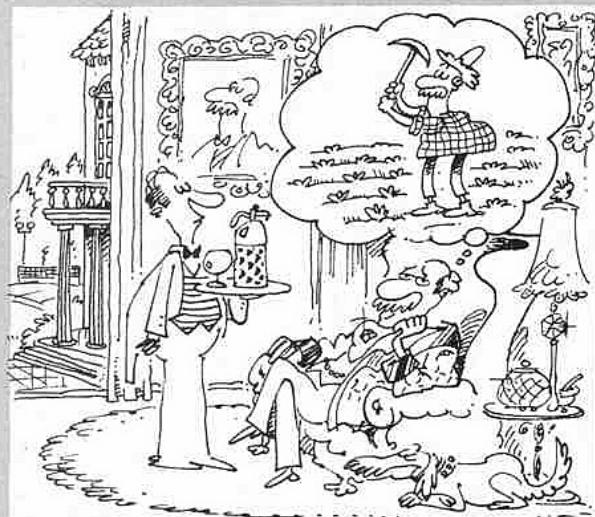
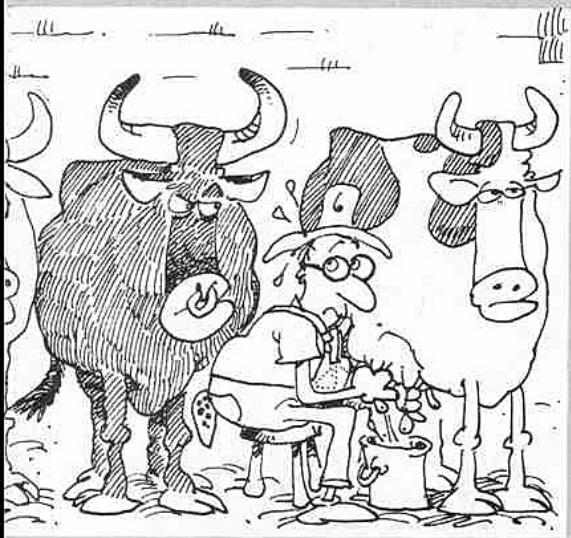
# A MAD LOOK AT

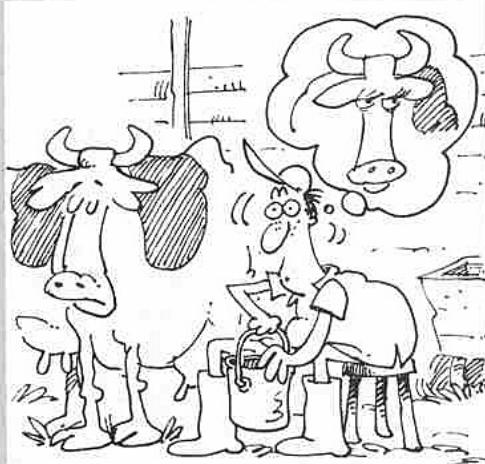
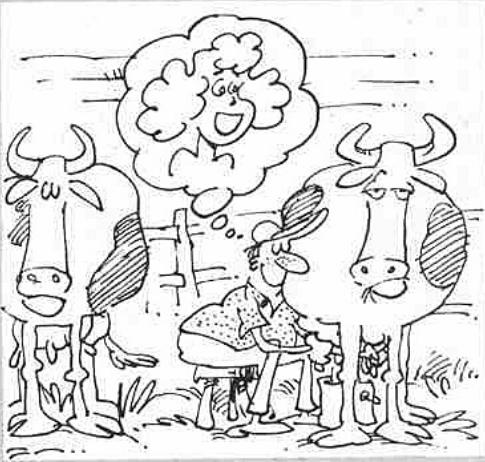
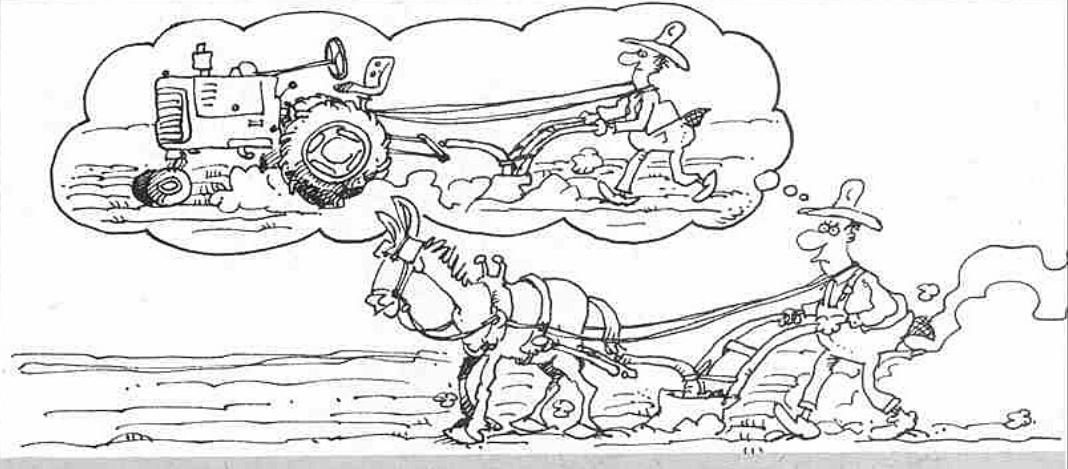
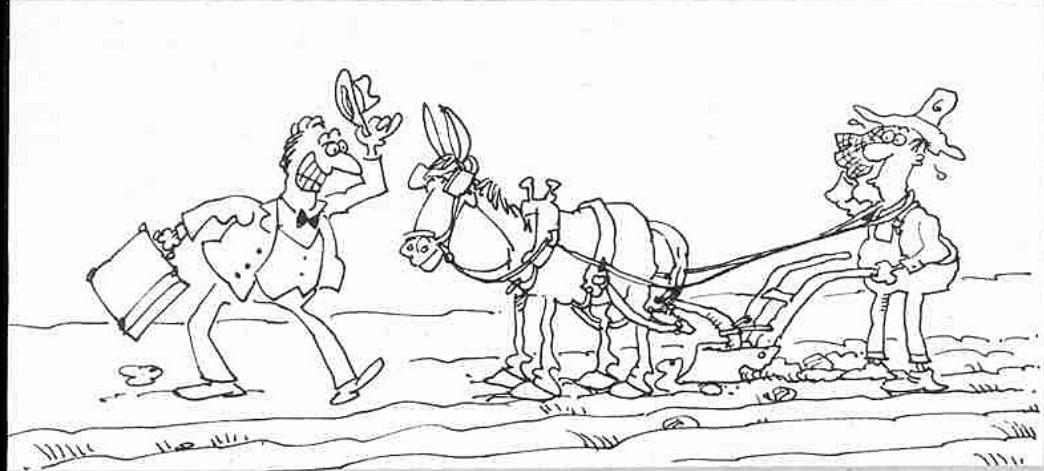


# FARM LIFE



ARTIST AND WRITER: SERGIO ARAGONES





Aragnès

**The MAD WRITER'S Fantasy**



**The MAD WRITER'S Reality**



As you can see from the nifty little drama depicted above, things in life often don't "pan out" as one might like. Sometimes things turn out rather poorly. All too frequently, they turn out even worse! The rest of the time ... KABLOOIE! Take this intro—we wanted something short, compact, concise and to the point. What we got was a long, boring, tedious, meandering gabfest! Nonetheless, it did do the job and introduced ...

# CONSUMER FANTASY vs. PRODUCT REALITY

ARTIST: BOB JONES

WRITER: MIKE SNIDER

**The MR. MICROPHONE Fantasy**



**The MR. MICROPHONE Reality**



**The AIR JORDAN Fantasy**



**The AIR JORDAN Reality**



**The CHEESE 'N' NUTS GIFT-PAK Fantasy**



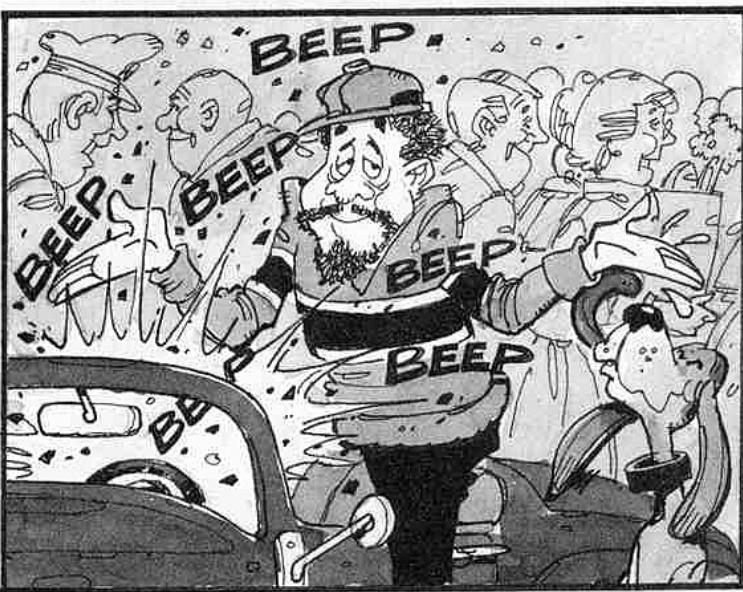
**The CHEESE 'N' NUTS GIFT-PAK Reality**



**The CAR ALARM Fantasy**



**The CAR ALARM Reality**



**The CHEWING TOBACCO Fantasy**



**The CHEWING TOBACCO Reality**



**The NAUTILUS MACHINE Fantasy**



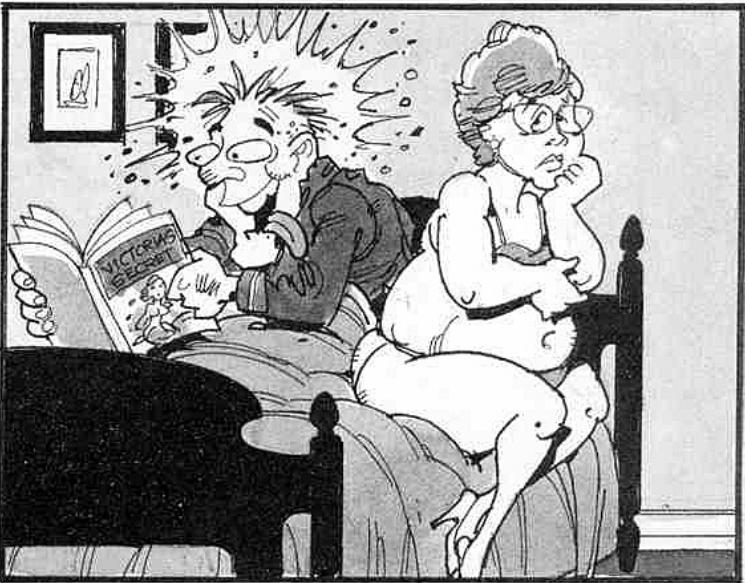
**The NAUTILUS MACHINE Reality**



**The VICTORIA'S SECRET Fantasy**



**The VICTORIA'S SECRET Reality**



**The HALLOWEEN COSTUME Fantasy**



**The HALLOWEEN COSTUME Reality**



## JOCK OF AGES DEPT.

There comes a time in all of our lives when age sets limits on our athletic abilities. But true athletes always remain forever true athletes, even past the time when they start to collect social security. Unfortunately, by then these athletes aren't much competition for their younger counterparts. Their eyesight has dwindled, their hearing is gone and a task as easy as walking has become a chore in itself. Some "Elderly Athletes" get discouraged and call it quits, but others look beyond and find...

# GAM BUT

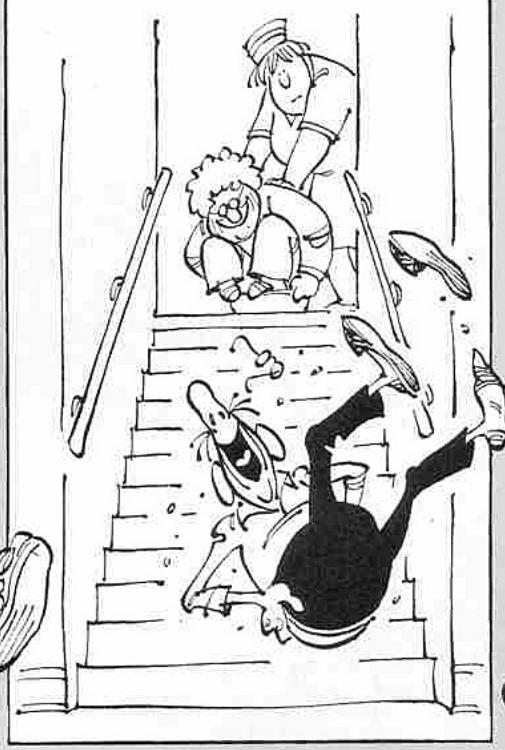
Wheelchair Jousting



Treadmill Relay Races

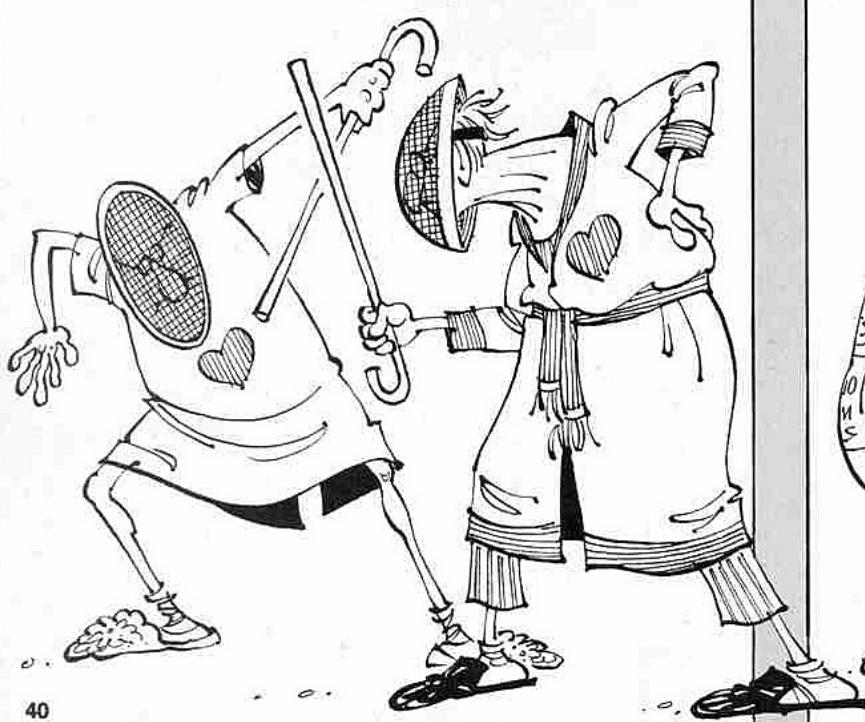


Bedpan Bobsledding



ARTIST: PAUL COKER

Cane Fencing



Modified Walker Races

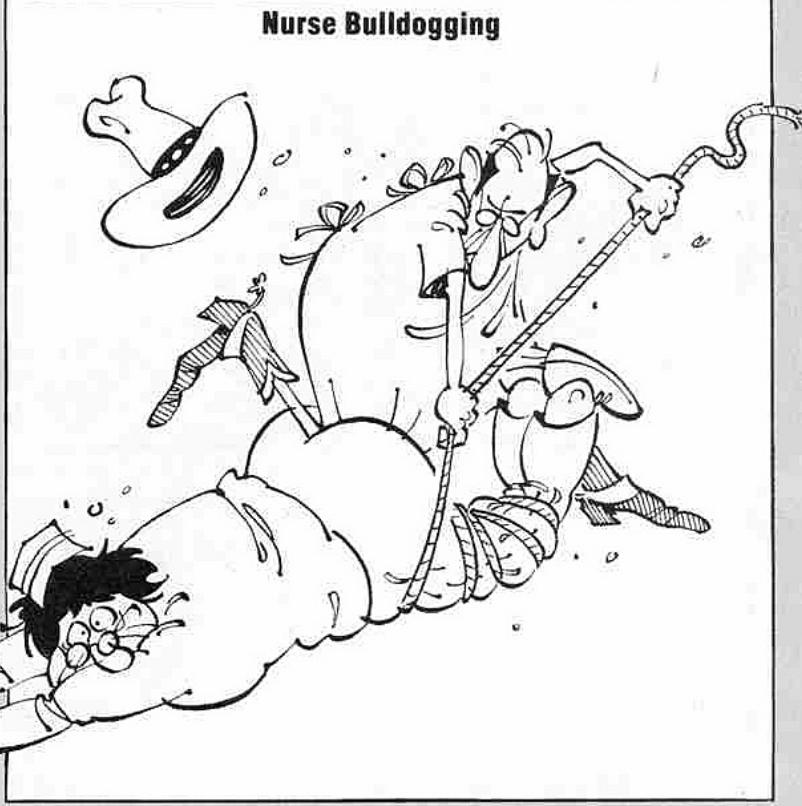


# S for PEOPLE TOO OLD to PLAY WHO STILL WANT TO COMPETE

Synchronized Whirlpool Swimming



Nurse Bulldogging



WRITER: WILLIAM T. RASCHENDORFER

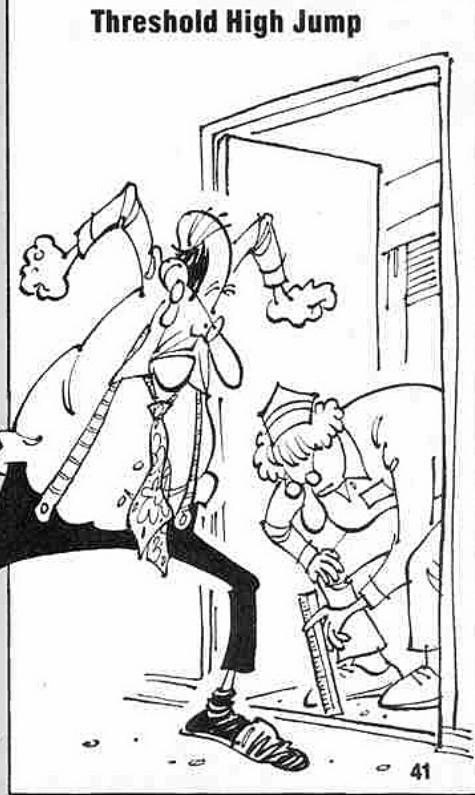
Dentures Discus Throw



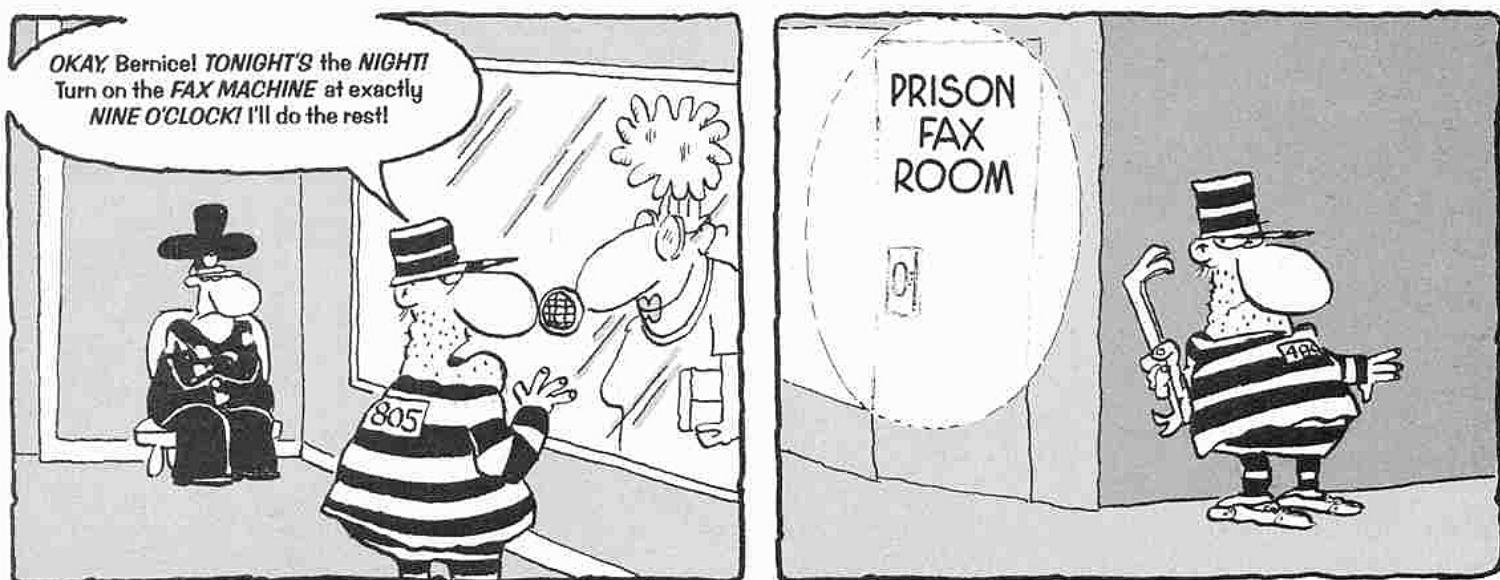
Escalator Hill Climb



Threshold High Jump



# The Perplexing Penitentiary Ploy



ARTIST AND WRITER: DUCK EDWING



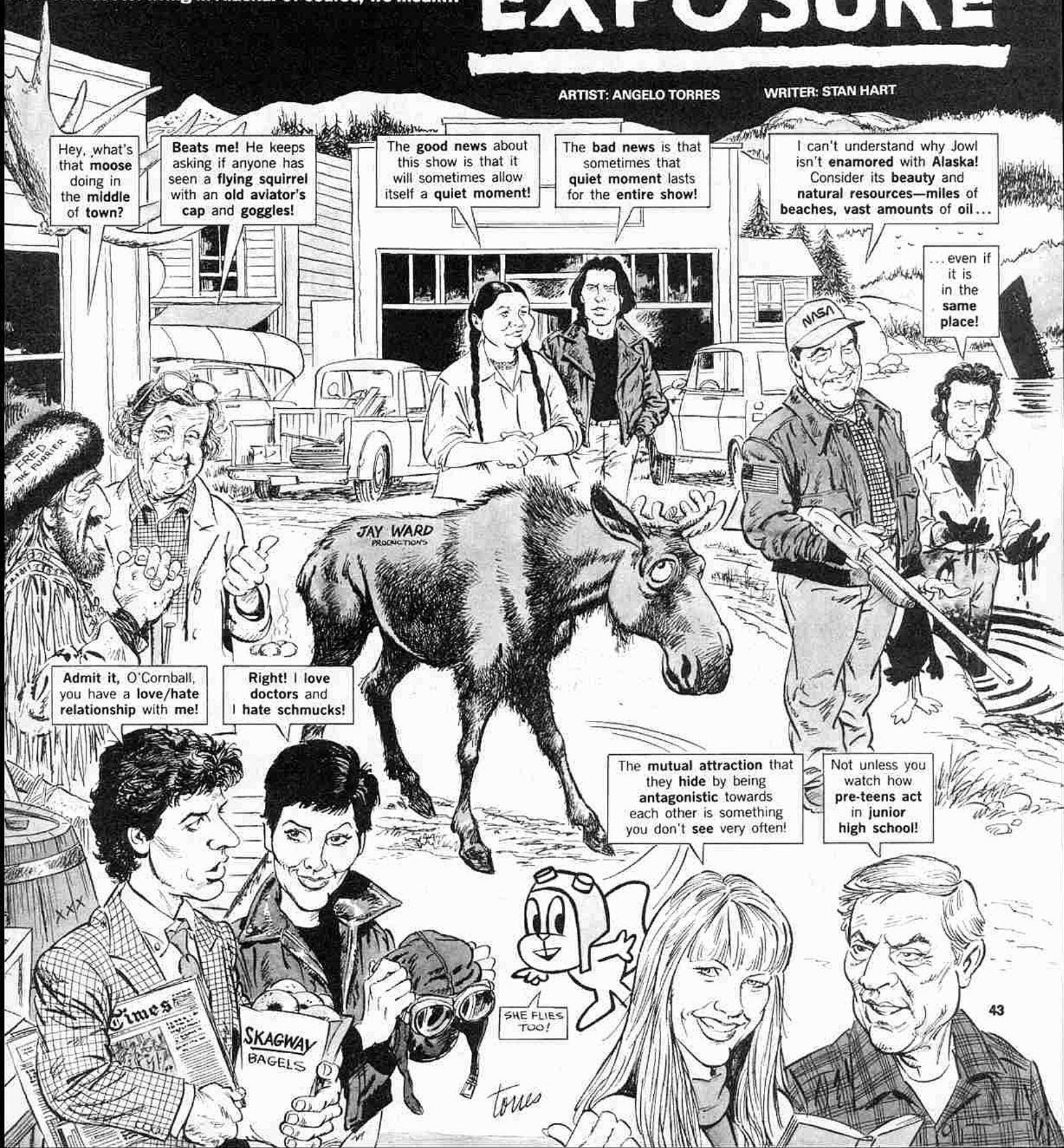
OF MOOSE AND MENSCH DEPT.

A gentle, soothing bath, a glass of warm milk, soft music filling the background air...good old American standbys to help you relax, unwind and perhaps doze off. But these traditional methods pale in comparison to the drowsy, logy, semi-comatose feeling we get when watching a popular, laid back series about a Jewish New York doctor living in Alaska. Of course, we mean...

# SNORIN' EXPOSURE

ARTIST: ANGELO TORRES

WRITER: STAN HART



My name is Jowl Fishface and I'm a Jewish doctor from New York City! I was granted a full scholarship for medical school by the State of Alaska! In return, I contracted to spend my first four years as a doctor up here to practice medicine! I thought I was going to be assigned a modern city like Nome or Fairbanks...

Fishface, you've been assigned to a town called Sissily! Don't waste your time looking for it on any map!

Why are you sending me to such a God forsaken place like that?

Two reasons: One, there's no doctor for hundreds of miles around and two: we're a fun bunch of anti-semites!

HALF BAKED ALASKA

They really don't need a doctor in this town—it's so remote that diseases can't possibly find their way here!

Tell me the truth, Fishface, are you any good?

Are you kidding? I'm a recent graduate of Columbia University's Medical School!

If their med school is as good as their football team, this town's in deep moose kaka!

Dr. Fishface, you have inspired me! I now know what I want to be! I want to be just like you!

Okay! You can start by getting circumcised!

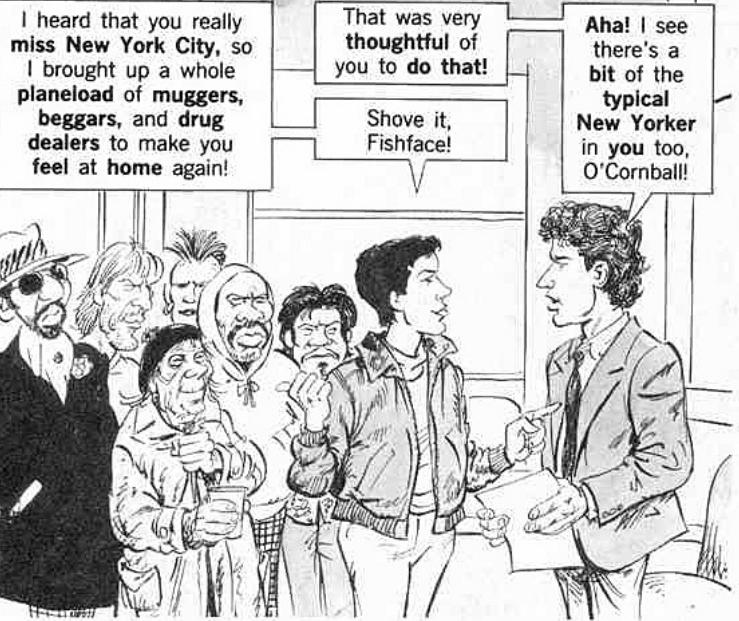
On second thought, forget it!

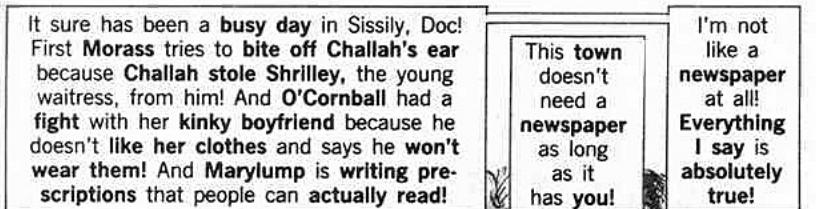
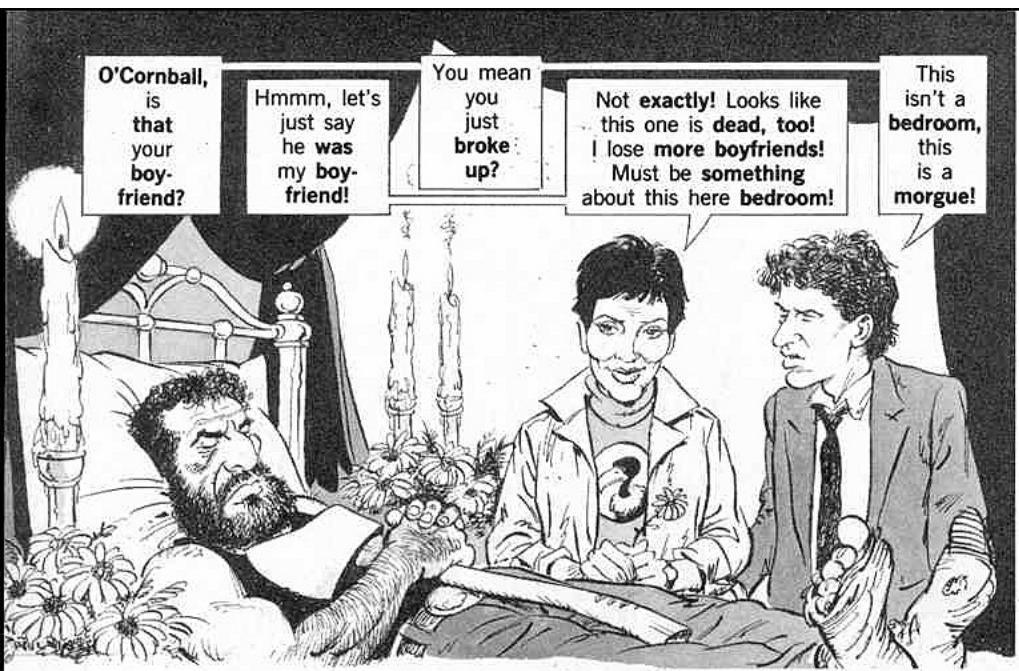
I know you're only eighteen and I'm sixty two, but I'm mature and solid! Kind of like a sturdy old tree!

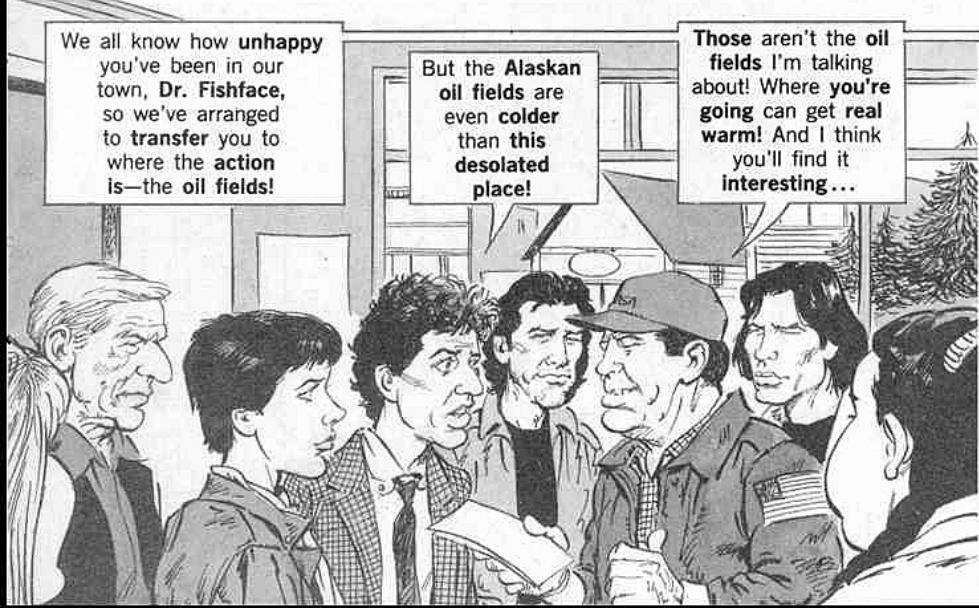
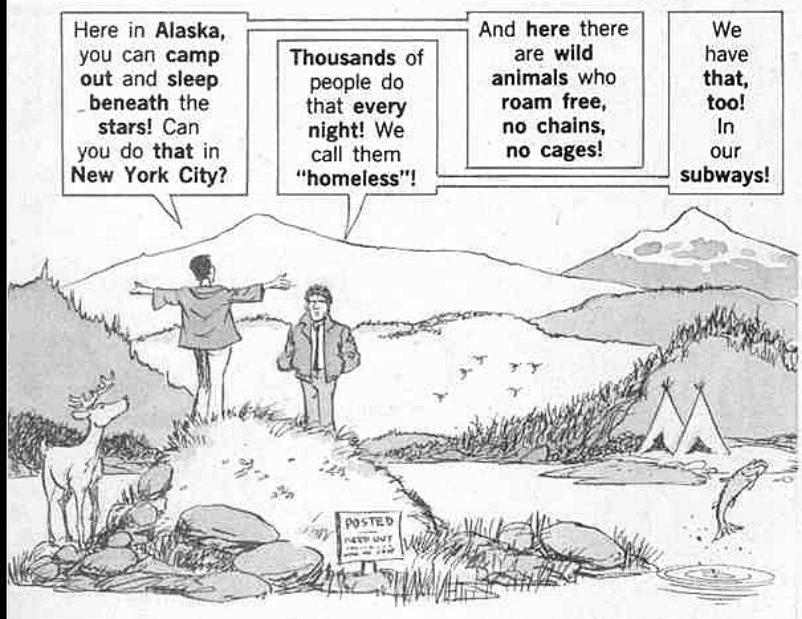
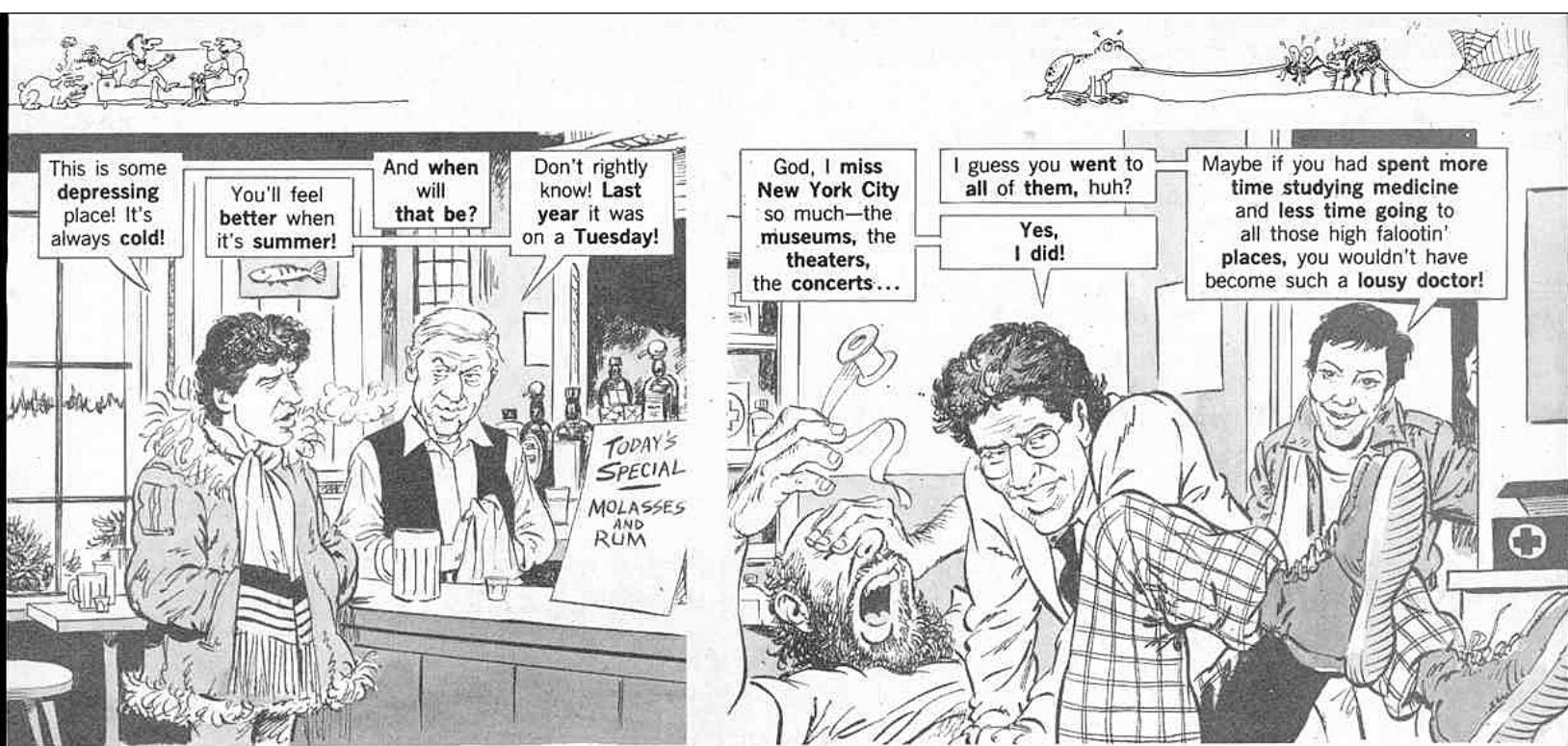
You're not really like a tree!

What do you mean?

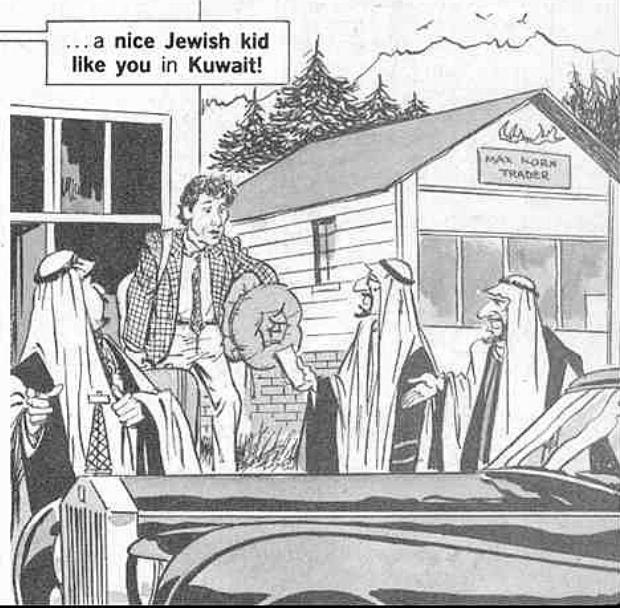
A tree has its rings on the inside!







Those aren't the oil fields I'm talking about! Where you're going can get real warm! And I think you'll find it interesting...



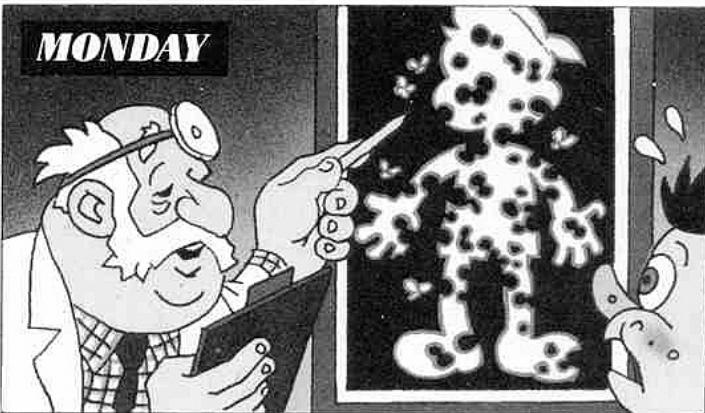
# Pinocchio Has a Bad Week!

ARTIST: JOHN POUND

WRITER: DAN BIRTCHER



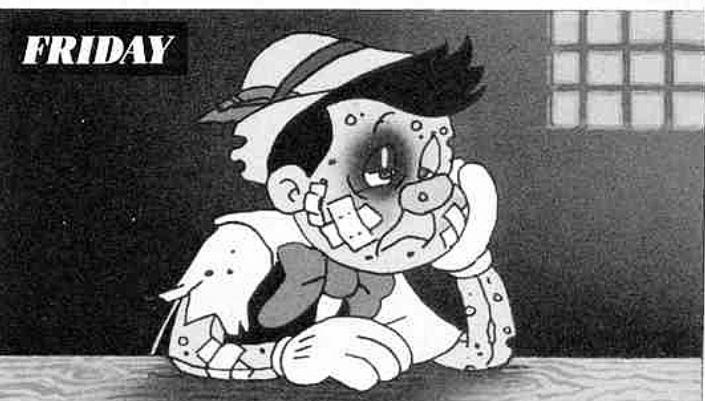
The real boys at his school play a cruel joke on him.



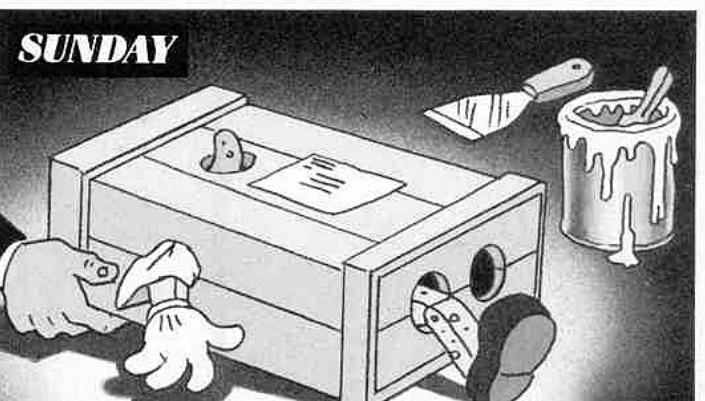
Tests reveal he's picked up a bad case of termites from a wooden toilet seat.



He discovers that his antiperspirant does nothing to prevent embarrassing sap stains.



Alone in his room, he wonders why so many people believe it's lucky to knock on wood.



Told that Finishing School is no place for a boy like him, he is packed off to refinishing school.



After passing a few hours whittling with Gepetto, he is unable to find his left foot.



He attends Jiminy Cricket's funeral after his friend  
48 dies an untimely death on a Shell No-Pest Strip.

**WHAT GARISHLY  
LOUD FASHION  
STATEMENTS HAVE  
BECOME A MUST FOR  
TRENDY PEOPLE?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Fashion trendsetters today must have one important thing. To find out what it is, fold page in as shown at right.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



BEAUTIFUL DUDES STAY EXCELLENTLY COOL BY KEEP-  
ING UP WITH ELEGANTLY BIZARRE AND IRREV-  
ERANT STYLES. THIS IS WHAT MAKES TRENDSETTERS.

A ►

◀ B

## WHITETAIL DEER:

4 years old. Forest creature and a member of the Nature's Revenge Association.

"Every year my peaceful woodland home is invaded by thousands of hunters who shoot at me with rifles and guns with absolutely no provocation on my part. Usually I'm just walking around, minding my own business or chewing on some berries when BANG! A bullet goes flying past my head. Now don't get me wrong. I have nothing against sportsmen, but I don't like being the target of some accountant from Scarsdale out for a weekend with his buddies. All of the bears, rabbits, raccoons and other forest creatures I've spoken to feel pretty much the same way."

"That's why we formed the NRA—Nature's Revenge Association. We've learned that a hunter will have a new appreciation and respect for an animal that's armed as heavily as he is. We know that guns aren't toys... Believe me, we know. So we teach our members gun safety and train them not to shoot unless they've been shot at first... a lesson most hunters haven't learned yet."

"So this year we're ready. We've been practicing for months. We've got our permits. And we're determined to have a safe hunting season for all involved. If you want to visit our home and take our pictures, fine. But keep your guns in the cities where they belong."

No one wants to be the deer-ly departed."

# I'm the NRA®



The NRA Animal Firearms Program provides law abiding beasts with basic instruction in the safe handling of guns with their paws. If you are an endangered species and want more information, write to Nature's Revenge Association, Yellowstone Ntl. Park, Wyoming, 00118.